JANUARY 4, 1954

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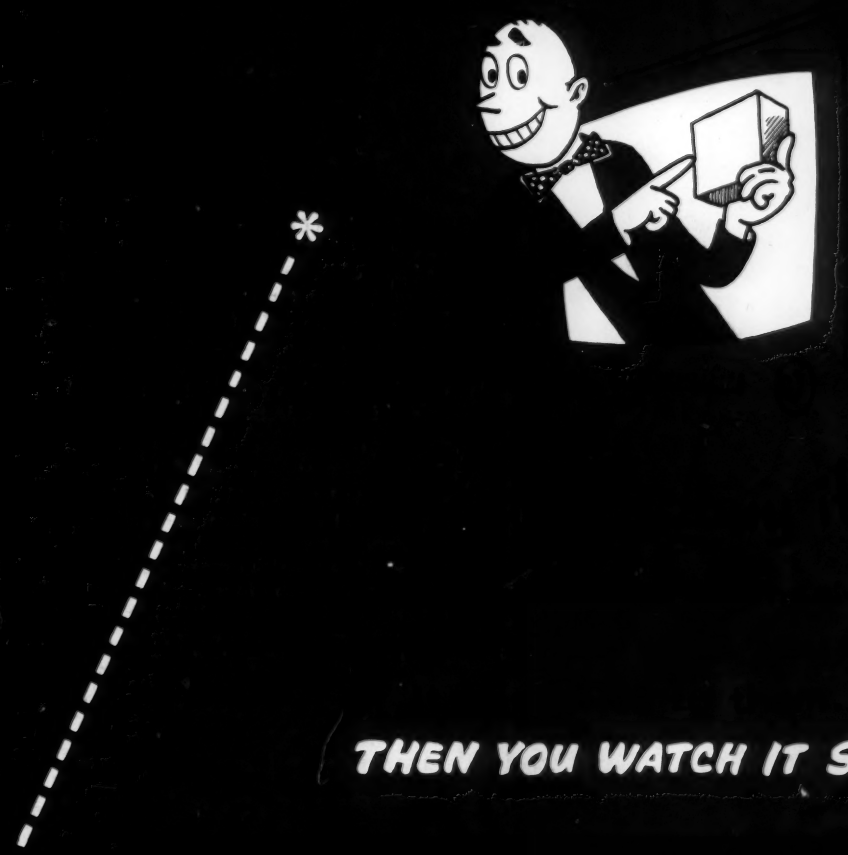


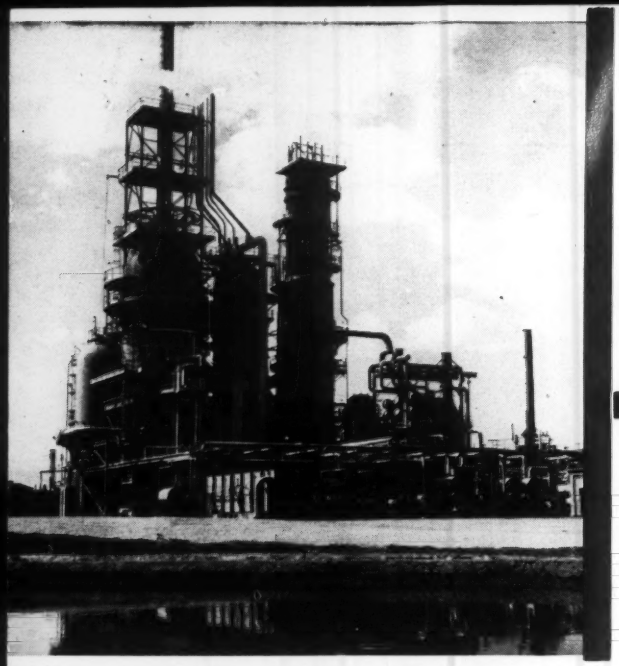
THEN YOU WATCH IT SELL!

KO - KFMB

Channel 6
WRATHER-ALVAREZ, INC.
TULSA, OKLAHOMA

Channel 8
WRATHER-ALVAREZ BROADCASTING, INC.
SAN DIEGO, CALIFORNIA

NETWORK AFFILIATIONS: CBS, NBC, ABC
Exclusive National Representative: EDWARD PETRY & CO.



ESSO DOES A COMPLETE JOB . . .

SO DO HAVENS AND MARTIN, Inc. STATIONS . . . WMBG WCOD WTVR

Esso Standard Oil Company knows its business well. It does a *complete* job in the refining, distribution and sale of Esso products. The geologist, rigger, chemist, tank truck driver and your Esso Dealer are but a few of the skilled members of the Esso family. And their specialists in advertising effectively use the air to develop wide distribution and sale of Esso products.

Specialists in management and programming at the Havens & Martin Stations, Inc., also do a complete job. You'll find a combination of experience through pioneering and program imagination that has built up large and loyal audiences in the rich areas around Richmond. It's a complete job of turning ideas into sales results for advertisers on WMBG, WCOD and WTVR. Plan your campaign to work hand in hand with the "First Stations of Virginia."

FIRST STATIONS OF VIRGINIA

WMBG AM WCOD FM WTVR TV

Havens & Martin Inc. Stations are the *only* complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.

The first, foremost and only facsimile service operated exclusively for TV

There's quite a difference between International News Facsimile and other facsimile photo services now being offered to television stations. It will pay you to check these facts before you buy facsimile:

1. International News Facsimile is a TV photo wire exclusively. It does *not* attempt as others do to serve both TV stations and newspapers on the same circuit, because that would sacrifice the requirements and format of each at the expense of the other.

2. International News Facsimile transmits an average of 75 pictures a day—all of which are specifically sized and scripted for immediate telecasting. No processing is required at the receiving end.

3. International News Facsimile transmissions move at the rate of 1½ inches per minute. This is 50 per cent faster than any other existing facsimile circuit.

4. International News Facsimile was first in the facsimile news field by more than eight months. This pioneering experience is reflected in a firmly established, operating, and rapidly expanding client network that includes some of the nation's top TV stations (listed below).

5. International News Facsimile is now making installations to transmit over the same facsimile circuit on-the-scene "taped" recordings with actual photos of major news events or personalities—another first in TV news programming.

It makes sense to buy International News Facsimile — a facsimile service that is exclusively and completely tailored for television. It is TV's own news photo service backed by the engineering prowess and experienced know-how of the news agency that has been the outstanding pioneer in TV facsimile as well as TV news films (the top-rated Telenews daily and weekly newsreels).

INTERNATIONAL NEWS FACSIMILE CLIENTS

- **WFBG-TV**—Altoona, Pa.
- **WBAL-TV**—Baltimore, Md.
- **WGN-TV**—Chicago, Ill.
- **WLWT**—Cincinnati, O.
- **WNBK**—Cleveland, O.
- **WLWC**—Columbus, O.
- **WLWD**—Dayton, O.
- **KOA-TV**—Denver, Colo.
- **WEOA-TV**—Evansville, Ind.
- **KQTV**—Ft. Dodge, Ia.
- **WOOD-TV**—Grand Rapids, Mich.
- **WTIC-TV**—Hartford, Conn.
- **WFBM-TV**—Indianapolis, Ind.
- **KDUB-TV**—Lubbock, Tex.
- **WNHC-TV**—New Haven, Conn.
- **WOW-TV**—Omaha, Neb.
- **WENS**—Pittsburgh, Pa.
- **WRAY-TV**—Princeton, Ind.
- **WJAR-TV**—Providence, R. I.
- **WHUM-TV**—Reading, Pa.
- **WTVU**—Scranton, Pa.
- **KACY-TV**—St. Louis, Mo.

INTERNATIONAL NEWS SERVICE

Robert H. Reid, Television Sales Manager • 235 East 45th Street • New York 17, New York

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YR V.46 Jan.-Feb. 1954

NOW-NBC

COLO TV

ON

WDEL·TV

CHANNEL 12

Wilmington, Delaware

Steinman Station

A colorful first on the first station in the first city of the first state

Represented by

MEEKER TV, Incorporated

New York Chicago San Francisco Los Angeles

closed circuit®

ZIV TELEVISION Inc., which pioneered big-name talent on tailor-made film, has another top-flight series upcoming. Announcement probably will be made within the next few weeks, and word is that it will be situation comedy half-hour starring one of consistent top-rated performers, to be available for national, regional, or local sponsorship.

★ ★ ★

ABC LETTER to basic radio and tv affiliates asking approval of changes in affiliation agreements to permit network to offer programs on split-sponsorship basis [B•T, Dec. 21, 1953] has been answered by about half of basic tv affiliates and more than one-third of basic radio affiliates, it was learned last week. While response was said to be largely favorable, enough questions were raised that effective date was postponed from Jan. 1 to some time following ABC affiliates meetings to be held this month and next [B•T, Dec. 28, 1953], at which network's proposal can be discussed and questions answered.

★ ★ ★

OPEN WARFARE on television patent situation, precipitated during Christmas weekend by Zenith, Philco and Admiral, has been smoldering for months, in light of expiration of RCA's present basic patent agreements at year-end. Portents of this were seen at FCC, where staff attorney sought desperately to have Commission investigate whole tv patent structure, and even tried to elicit help of Dept. of Justice, but FCC concluded patents were outside its regulatory domain and that if anti-trust were involved, Attorney General should move [CLOSED CIRCUIT, Jan. 26, June 15, 1953].

★ ★ ★

TEXAS State Network takes over its first operating tv and fourth radio station with $700,000 purchase of KFDA-AM-TV Amarillo, to be announced soon. KFDA stations now owned by publisher C. C. Woodson, Wendell Mayes and Gene Cagle. Latter is principal in TSN, which owns KFJZ Fort Worth, WACO Waco and KRIO McAllen. KFDA operates on 1440 kc, with 5 kw day, 1 kw night, directional; KFDA-TV on vhf ch. 10.

★ ★ ★

IT'S UNDERSTOOD ABC-TV has received goodly number of tentative clearances from affiliates relative to network's plan to launch simulcast of Don McNeill *Breakfast Club* in February [B•T, Dec. 28, 1953]. Present radio sponsors—Philco, Swift, Toni and Quaker Oats—have first refusal rights on tv. Philco reportedly more receptive to tv sponsorship than Swift, though it's known latter would hesitate to give up tv rights.

★ ★ ★

WHILE NARTB will have chance to give its views on NCAA football telecast controls at convention this week, association won't offer formula for extension of weekly schedule. Reason: Anti-trust and other possible legal pitfalls.

THERE MAY be repercussions in Senate Interstate Commerce Committee on FCC proposal to increase tv station ownership in hands of single entity from five to seven (two additional uhfs). Last week prior to convening of Congress, inquiries were made by staff members of Senate committee as to who "ramrodded" uhf proposal. Presumably Sen. Edwin C. Johnson (D-Colo.) is manifesting interest.

★ ★ ★

OIL AND GASOLINE companies to be using more spot radio-tv campaigns in upcoming year. Gulf Oil, through Young & Rubicam, planning expansion of present campaign; Socony-Vacuum Oil Co., through Compton Adv., renewing present schedule, and Continental Oil Co., through Benton & Bowles, planning schedule to start in January.

★ ★ ★

FCC SECRETARYSHIP, vacant since resignation of T. J. Slowie under Republican forced draft last Aug. 7, may be filled any time now. FCC held post open because it didn't want to pay two salaries for same job since Mr. Slowie had weeks of unexpired leave. Last week FCC, Republican Committee and White House received petition from Overseas Press Club, New York, bearing big names in radio, tv and journalism, supporting appointment of Lt. Col. William B. Campbell, front runner from start. Among others in running are Robert J. Dean, KOTA Rapid City, S. D.; Francis B. Murphy, former Labor Commissioner of Illinois, and Mary Jane Morris, FCC attorney—although latter apparently has despaired of getting appointment.

★ ★ ★

EVEN skeptics who rebel over memories of BMB aural radio coverage data are showing tolerant attitude toward well-concealed research formula developed by NARTB to measure television circulation. While still taking wait-and-see stand pending field tests proposed for spring, they are impressed by apparent enthusiasm of network research executives who have studied plan slated for NARTB Tv Board consideration in fortnight.

★ ★ ★

VOICE OF AMERICA's physical move from New York to Washington must mark time until broadcast studios are completed in Independence Ave. building housing Dept. of Health, Welfare and Education. Long-range date for move is eight months from now, with expectation it may come about two months earlier.

★ ★ ★

FEATURE RADIO Inc., feature foods, plans to expand to other markets in near future, and place food and drug services on equally important basis. WBZ Boston currently carrying drug plan, and WHO Des Moines, WGN Chicago and KYW Philadelphia, food package. Other markets on drawing boards include Minneapolis.

IN THIS ISSUE

LEAD STORY

FCC's first report on post-freeze tv stations shows uhfs beyond range of vhfs are doing well but leaves unanswered the question of how uhf does against vhf competition. *Page 31.*

FACTS & FIGURES

Final FCC financial report for 1952 shows radio and tv combined revenue was $793.9 million. Radio was up 4.3% over 1951 and tv was up 37.5%. *Page 37.*

TRADE ASSOCIATIONS

NARTB's boards of directors will plan year of expansion at Jan. 21-23 meeting in Phoenix. *Page 40.*

Regional groups will try to crack the National Collegiate Athletic Assn.'s control over football television this week. *Page 44.*

Daytime Broadcasters Assn. will start organized campaign to protect their interests at meeting Friday. *Page 44.*

GOVERNMENT

The second session of the 83d Congress has several pieces of radio-tv legislation hanging fire from the first. It could mean lawmaking of great influence on broadcasting. *Page 46.*

Who's Who of FCC and how much they are paid: a detailed report on FCC personnel. *Page 52.*

STATIONS

Last week's tv starters bring 1953's new-tv-station total to 225. *Page 60.*

NETWORKS

Mutual affiliates' convention is expected to draw representatives from 250 stations. *Page 66.*

MANUFACTURING

Whose baby is compatible color? Controversy breaks out among big manufacturers over credit for development of NTSC system. *Page 71.*

FEATURES

1954 is color television's introductory year. A special B•T article forecasts what will happen. *Page 79.*

A preview of the new radio-tv gallery in the U. S. Senate. *Page 91.*

FOR THE RECORD

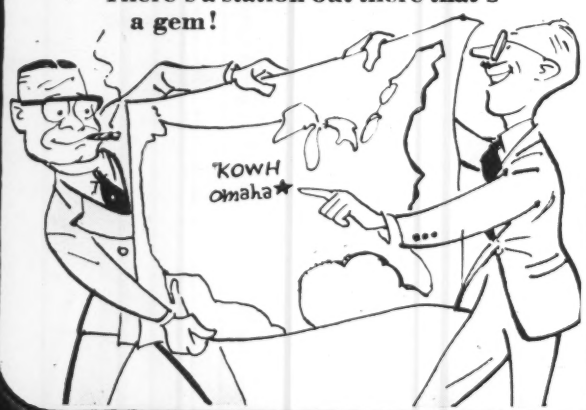
Weekly TELESTATUS summary of all tv stations on the air and their estimates of receiving sets. *Page 101.*

Commencement target dates of all tv grantees. *Page 104.*

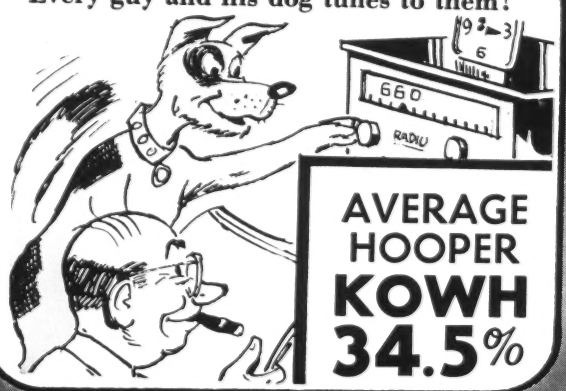
When Upstart and Flount
nailed down the account
Of SNARL, "The Top Canine Fare,"

Said Flount, "Here's a thought
that'll get the stuff bought —
The chance that we have's
really rare!

We can crack the Midwest with
an Omaha test . . .
There's a station out there that's
a gem!



Our program needs tone — we'll buy
KOWH alone . . .
Every guy and his dog tunes to them!



AVERAGE HOOPER
KOWH
34.5%

Moral

EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:

- *Largest total audience of* any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru November, 1953).
- *Largest share of audience,* of any independent station in America! (November, 1953.)

Kowh
OMAHA

AIMS — Association of Independent Metropolitan Stations

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

NBC Plans 8-Show Lineup Of Multiple-Hour Programs

ADDITIONAL multiple-hour radio programs, including four-hour Saturday afternoon *Road Show* designed specifically for motorists, planned by NBC as part of new eight-show lineup to be launched early this year, mostly on Saturdays and Sundays.

Included: *Road Show* (Sat., 2-6 p.m. EST), starting Jan. 9 and including safety driver awards, contests for motorists based on license plate numbers, etc.; *Collector's Item* (Sun., 10:30 a.m.-12:30 p.m. EST), starting Jan. 10 and described as "Weekly Magazine" combining "the maximum available in education, culture, civics, and showmanship"; *Never Walk Alone* (Sun., 9:15-10 a.m.), also starting Jan. 10 and consisting of hymn of the week, recorded interviews and reports on work of clergymen in various sections, talk by Dr. Norman Vincent Peale, Sunday services, etc.

NBC spokesmen said details of sales plans to be used with new multiple-hour shows were not ready for disclosure. In case of "Long" programs introduced in October, *Big Preview* (Sat., 11 a.m. to 1 p.m.) and *Weekend* (Sun., 4-6 p.m.), eight commercials per hour were offered, each carrying fixed price-tag covering both time and talent, and advertisers could buy participations [B•T, Sept. 21, 1953].

Other programs being added: *Breakfast in Hollywood* (Sat., 10-10:30 a.m.), starting Jan. 9; *Heritage Over the Land* (Sun., 1-1:30 p.m.) starting Jan. 10; *Show Tunes* (Sun., 3:30-4 p.m.) starting Jan. 10; *Sunday At Home* (Sun., 8:30-55 p.m.), starting Jan. 10; and *People* (Sat., 6:30-7 p.m.), starting Jan. 23.

Ford Uses Large Screen Theatre Tv for Sales Meet

BOX OFFICE Television Inc., N. Y., will produce, direct and present private sales meeting for Ford Motor Co. on Jan. 28 in 31 cities coast-to-coast on large-screen theatre television, W. P. Rosensohn, BOTv vice president, announced Wednesday. Closed-circuit telecast, which will start at 11 a.m. EST and last about two hours, will be carried in 31 theatres. Telecast will be supervised by J. Walter Thompson Co., Ford agency.

RCA MARKETS TUBE

RCA VICTOR Div. announced Wednesday it has placed first all-electronic color tube on market as commercial product. Richard T. Orth, Tube Dept. vice president, said 15-inch tri-color kinescope, producing both color and black-and-white pictures, is available to set manufacturers. Tube has been produced at Lancaster, Pa., plant of RCA on pilot production basis. In November RCA converted all Lancaster personnel and equipment to tri-color tube production exclusively. Increased capacity is promised. Before FCC approved color in December, RCA made pilot tubes and components available to individual manufacturers for use in developing sets.

Committee Asks Station Vote on ASCAP Tv Terms

ATTEMPTING to get rapid tv station reaction to terms proposed by All-Industry Local Tv Music License Committee for both blanket and per program licenses for use of ASCAP music on tv [B•T, Dec. 28, 1953], Committee Chairman Dwight E. Martin, General Teleradio, went on closed circuits of four tv networks—CBS on Monday, ABC, NBC and DuMont on Tuesday—to explain licensing situation.

Copies of talk were airmailed to tv station operators asking them two questions:

"I (do) (do not) approve of the suggested settlement recommended by the committee" and "our station will accept the proposed (blanket) (per program) type of contract." Stations were asked to wire answers to committee attorney, Stuart Sprague, 36 W. 44 St., New York.

Letter concluded: "One final thought: Your committee sincerely believes this proposal the best obtainable by negotiation under the present circumstances. It is significant that the proposed blanket rate, instead of being higher than the radio rate as in the past, is *below* the radio rate."

Rates proposed by committee, which will submit them to ASCAP if stations approve, are 2.05% of advertising revenue for station blanket license and 2.475% for network blanket license, plus monthly sustaining fees of highest quarter-hour rate for stations and highest half-hour rate plus 10% for networks. Proposed per program license fee is 9% of net revenue from sale of time or announcements during which ASCAP music is used, with reduction to 4% if such music is merely background on films not made primarily for tv, with sustaining per program scale of 3½% of card rate applicable to period.

As to past fees due from stations not licensed by ASCAP since Jan. 1, 1949, when blanket licenses expiring Dec. 31, 1953, began, Mr. Martin pointed out "ASCAP could not make concession as to the past without treating everyone alike and giving refund to all operators who had paid the higher rates. It is therefore deemed advisable to offer to pay for the period prior to Jan. 1, 1954, at the old blanket rate, or a commercial rate of 2.475% and a sustaining monthly rate of the highest half-hour rate plus 10% as an integral part of obtaining the more favorable rates for the future."

• BUSINESS BRIEFLY

ANTI-TOBACCO SPOTS • Stations in the middle? Norwich Pharmacal Chemical Co., Norwich, Conn., placing radio-tv spot campaign this month in 20 markets for its Flavettes, pill reported to cut down tobacco and food appetite. Some stations considering business understood to be concerned lest they lose major tobacco accounts if they accept. Benton & Bowles, N. Y., is agency for Norwich.

SPOT USERS RENEW, EXPAND • Number of spot advertisers are in process of renewing and expanding present campaigns: Cheer detergent, through Young & Rubicam, renewing to June 30; P & G's Gleem, through Compton Adv., adding new markets; Wards Tip Top bread, through J. Walter Thompson Co., renewing; Maxwell House coffee, through Benton & Bowles, expanding.

Combined Network November Gross Up 14.9% Over 1952

COMBINED gross time sales of nationwide broadcast networks—four radio and four tv—in November amounted to $37,300,405, a gain of 14.9% over November 1952 gross of $31,581,964, according to records of advertising expenditures for network time compiled by Publishers Information Bureau. For 11-month January-November period, cumulative combined gross time sales stood at $349,295,563 in 1953, up 12% from 1952 11-month gross of $311,860,931.

Four radio networks in 1953 were slightly below their 1952 time sales record both for November, down 1.5%, and for first 11 months of year, down 5.6%. Tv networks, on other hand, showed 1953 grosses well above those for previous year, November's gross tv network time sales topping those of November 1952 by 24.3% and first 11 months of 1953 showing gross billings 38.2% ahead of like period of 1952.

The PIB report:

NETWORK RADIO

	Nov. 1953	Nov. 1952	Jan.-Nov. 1953	Jan.-Nov. 1952
ABC	$ 2,798,532	$ 2,659,934	$ 26,953,930	$ 32,166,319
CBS	5,409,246	5,506,172	56,823,861	53,793,409
MBS	2,090,007	2,172,485	21,030,808	19,011,789
NBC	3,372,330	4,138,979	41,517,433	43,556,850
Total	$13,670,115	$14,477,570	$146,326,032	$148,528,367

NETWORK TELEVISION

ABC	$ 2,396,203	$ 1,396,999	$ 18,490,818	$ 17,021,415
CBS	9,778,028	6,654,812	87,106,365	61,970,042
DTN	1,790,981	1,026,566	10,757,302	8,929,340
NBC	9,665,078	8,026,017	86,615,046	75,411,767
Total	$23,630,290	$17,104,394	$202,969,531	$163,332,564

KCTY (TV) Moves from Empire to DuMont for $1

IN AN unprecedented transaction, FCC was called upon at year-end to authorize transfer of KCTY (TV) Kansas City (uhf ch. 25) from Empire Coil Co., to DuMont, or see station go by boards.

Deal, filed at close of business last Wednesday, proposed $1 payment for Empire outlet, and FCC promptly scheduled it for consideration New Year's Eve, with every prospect of approval. Herbert Mayer, Empire president, had planned to close KCTY and take his tax loss in 1953 calendar year, but DuMont wanted to maintain station, giving it its fourth outlet, aside from Paramount's ownership of KTLA (TV) Los Angeles, charged to DuMont-Paramount quota.

Unique deal is subject to usual petitions for reconsideration or oppositions under McFarland Amendments by parties allegedly aggrieved, it was pointed out. This motivated FCC's unusually expeditious handling.

Empire, New Rochelle electronics company, owns WXEL (TV) Cleveland (vhf ch. 9) and KPTV (TV) Portland (uhf ch. 27), nation's first commercial uhf. It holds construction permits for ch. 26 Denver and ch. 67 Indianapolis. DuMont operates WABD (TV) New York, WDTV (TV) Pittsburgh and WTTG (TV) Washington, all vhf's.

Kansas City now has three vhf channels occupied. KCTY, which began in mid-June, had estimated construction costs of $304,400, first year operating cost of $475,000. Latest TELESTATUS shows 52,000 uhf receivers, 353,000 vhf receivers in Kansas City.

Bull's-Eye!

SPOT YOUR SPOT ANY TIME

NIGHT OR DAY ON WJBK . . .

AND GET RESULTS!

WJBK's powerful balanced daytime and nighttime program format gives you top adjacencies at any hour around the clock.

TOPS IN NEWS . . . *Night and Day*

Every hour on the hour, WJBK's newscasts keep Detroiters up to the minute on latest newsbreaks whether they're at home or in their cars.

TOPS IN MUSIC . . . *Night and Day*

Every moment, day and night, leading disc jockeys bring favorite music to Detroiters in their homes, on their jobs or in their cars.

TOPS IN SPORTS . . . *All Year 'Round*

Baseball and hockey key station . . . football and all the other major sports on WJBK, the station that's tops with sports fans in the nation's hottest sports town.

LOWEST COST . . . *Per Thousand Listeners*

Compare WJBK's 44¢ daytime per thousand Michigan radio households, 59¢ nighttime* with other Detroit stations' rates and you'll see why WJBK is your best radio buy.

*'52 NCS Coverage Study

A STORER STATION

WJBK *Detroit*

STORER BROADCASTING COMPANY

Tops in MUSIC, NEWS and SPORTS

National Sales Director, TOM HARKER, 118 E. 57th, New York 22, ELDORADO 5-7690

Represented Nationally by THE KATZ AGENCY

at deadline

Fm Functional Services Proposal Issued by FCC

FINAL "MAJOR" decision of 1953 by FCC was order for proposed rule-making proceeding to legalize functional fm services such as storecasting, transitcasting and background music "beep" services. Approved at meeting Wednesday with Comr. Frieda B. Hennock dissenting, order was issued Thursday and calls for comments on proposals by Feb. 15.

Proposals involved amendment of fm rules including (1) revision of Sec. 3.261 to change minimum hours of operation to require at least 36 hours of operation weekly in 6 a.m.-midnight period; (2) plan to allow functional music or "beep" service on simplex basis during those hours when fm station is not operating its required 36-hour minimum broadcast schedule; (3) proposal to allow multiplexing any time of secondary functional service signal on regular broadcast program provided latter is not affected.

Secondary functional-type service would have to be like regular broadcast programs such as entertainment, music or news and could not be taxicab dispatching-type of operation, according to proposal.

To perform functional service either on simplex or multiplex basis, fm station would be required to obtain "SCA" or subsidiary communications authorization from Commission first, new type authority. Only fm outlets could get SCA. Sec. 3.261 now requires minimum operation of six hours daily, three in period 6 a.m.-6 p.m. and three 6 p.m.-midnight.

KALB Alexandria Gets Ch. 5

KALB Alexandria, La., granted new tv station on vhf ch. 5 with effective radiated power of 28.2 kw visual and 16.2 kw aural; antenna height above average terrain 550 ft. Action was without prejudice to any future action FCC may take on bid to effectuate merger agreement with former ch. 5 competitor, KSYL there. KSYL principals get two-year option for 49% interest. KSYL would be sold. Station executives reported KALB-TV would be on air by August.

Sales Approved: WGAR, KOIL, KDLK, KPUY

FCC approved four station sales Wednesday, including that of WGAR-AM-FM Cleveland from Mrs. Frances S. Parker, widow of late G. A. Richards, and associates to Peoples Broadcasting Corp. (Farm Bureau Insurance companies). Peoples already owns WRFD Worthington, Ohio; WTTM Trenton, N. J., and WMMN Fairmont, W. Va., and recently sold WOL Washington, D. C. Consummation of $1.75 million transaction is scheduled tomorrow (Tuesday).

Also approved: Transfer of control of KOIL Omaha from Nebraska Rural Radio Assn. (farmers cooperative) to group of local stockholders headed by Charles S. Crabtree, general manager, KWIK Pocatello, Idaho, and Don W. Burden, KWIK sales manager. Assignment of license of KDLK Del Rio, Tex., from James A. Clements and Richard J. Higgins to Don R. Howard for $30,000. Assignment of license of KPUY Puyallup, Wash., from Henry Perozzo and Antonio Gomez to new partnership comprising same two and Paul Schumacher who paid $5,000 for one-third interest.

Other FCC action: Granted CP for new am station in Tulia, Tex., to Tulia Broadcasting Co. on 1260 kc with 1 kw, daytime only. Granted CP for new Class B fm station in Tucson, Ariz., to Thomas J. Wallace (KTKT) on ch. 258 (99.5 mc) with 10 kw and a minus 7 ft. antenna height. Advise KAGR-TV Yuba City, Calif., that application for additional time to build on ch. 52 cannot be granted on basis of evidence presented. Designated for Jan. 29 hearing Miami vhf ch. 10 applicants: WKAT; L. B. Wilson Inc., owner of WCKY Cincinnati; North Dade Video Inc., Public Service Television Inc. Also designated for Jan. 29 hearing WWPG and WEAT for West Palm Beach, Fla.

WDNC Dropout Clears WTIK Bid

MERGER of two applicants in FCC hearing for vhf ch. 11 at Durham, N. C., paves way for grant to WTIK as competitor WDNC withdraws and takes option for 25% interest. To effect merger, WTIK will be sold.

Radio Diablo Clear for Ch. 13

RADIO DIABLO Inc., Eitel-McCullough interest, will become sole survivor in hearing status for vhf ch. 13 at Stockton, Calif., when FCC approves newly-filed petition of KXOB there for dismissal of competitive bid. KXOB principal Joe Gamble, along with his brother, broadcaster-theatreman Ted Gamble, get option to buy up to 10% interest in prospective ch. 13 operation. Radio Diablo operates KSBR (FM) San Bruno.

KSCJ Granted Petition to Dismiss Bid

KSCJ Sioux City, Iowa, granted petition to dismiss bid for vhf ch. 4 there, leaving clear in hearing status application of KCOM Sioux City. KSCJ to acquire 50% in tv venture. KCOM to be sold.

Elyria-Lorain Ch. 31 Bid in Clear

PROSPECTIVE grant of uhf ch. 31 to WEOL Elyria, Ohio, appeared last week as competitor Lorain Journal Co. petitioned FCC to dismiss its ch. 31 bid at Lorain, Ohio.

Dropout Lauds Tv Tape

CONTENDING magnetic-tape tv holds salvation for small-market uhf stations from "throttling monopoly of networks and strategic vhf stations," KICU (TV) Salinas, Calif., returned its uhf ch. 28 permit to FCC for economic reasons. Unsuccessful in Sec. 309(c) economic protest case against share-time grants of vhf ch. 8 to KMBY-TV Monterey and KSBW-TV Salinas [B•T, July 6, 1953], KICU asserted networks failed to express interest in affiliation, cited "fantastic" charges for interconnection by phone company even if network were achieved.

Ask Ch. 3 at Rapid City

TO BREAK deadlock on vhf ch. 7 at Rapid City, S. D., between Hills Bcstg. Co. and KOZY-TV Inc., Hills last week petitioned FCC for addition of vhf ch. 3 there. Won't affect anyone else, Hills said.

Two Channel Changes Asked

KALE Richland, Wash., petitioned FCC to allocate vhf ch. 3 there by removing channel from Lewiston, Idaho, where no bid pends. KALE proposes tv for Richland-Pasco-Kennewick. Frank Kyle Spain asked addition of vhf ch. 9 at Tupelo, Miss., by substitution of ch. 11 for 9 at Jackson, Tenn.

Duncan KSIL Owner

JAMES H. DUNCAN, manager of KSIL Silver City, N. M., for three years, became new owner as of Jan. 1 following FCC approval of purchase of stock held by Mr. and Mrs. A. Carl Dunbar. Station is CBS affiliate.

Oppose Reclassification of KXEL

PROPOSED reclassification of KXEL Waterloo, Iowa, from Class II to 1B on 1540 kc opposed in petition filed with FCC by WATH Athens, Ohio. WATH contends KXEL should not be granted preferential treatment.

MBS OFFICIALS ON SPOT

EXECUTIVES of MBS to be asked to answer all questions affiliates can propound, with direct replies expected, when network's affiliates hold first convention in half-dozen years at Biloxi, Miss., Jan. 18-19. Affiliates will compile queries opening day after hearing invited network executives tell about new program-payment concept (see story page 66). MBS spokesmen will be put on spot morning of Jan. 19—though MAAC emphasized there is no feud with network.

UPCOMING

Jan. 5-9: National Collegiate Athletic Assn., Netherland Plaza Hotel, Cincinnati.

Jan. 6: Second session of 83d Congress begins.

Jan. 8: Daytime Broadcasters Assn., Lennox Hotel, St. Louis.

Jan. 10-12: National Appliance & Radio-Tv Dealers Assn., Conrad Hilton Hotel, Chicago.

For other Upcomings see page 78.

PEOPLE

REED T. ROLLO, acting managing partner of Washington office of Kirkland, Fleming, Green, Martin & Ellis, law firm headquartered in Chicago, became managing partner Jan. 1. Late **LOUIS G. CALDWELL** was managing partner until his death two years ago. **R. RUSSELL EAGAN,** attorney with firm since 1947, was appointed a resident partner, effective Jan. 1.

TOM CARSON, broadcast media supervisor, Benton & Bowles, N. Y., has resigned, effective immediately. Future plans not announced.

NEAL HATHAWAY, account executive with Calkins & Holden, Carlock, McClinton & Smith, and before that with Benton & Bowles and CBS, joins staff of Magazine Advertising Bureau.

ROBERT M. BAIRD, in charge of Dallas office of John E. Pearson Co., station representative, named a television vice president of firm.

NORMAN H. BERTELS, creative traffic manager, Kenyon & Eckhardt, N. Y., named a vice president of agency to head newly-created control department. He has been with K&E since 1942.

138 Tv Stations in 84 Cities Interconnected During 1953

AT&T's Long Lines Dept. added 138 tv stations and 84 cities to Bell System nationwide system of tv transmission facilities during 1953, bringing total from 115 interconnected stations in 72 cities as of Dec. 31, 1952, to 253 stations in 156 cities as of Dec. 31, 1953, AT&T reported Wednesday. Year also saw system increased by 16,700 channel miles, bringing total to 48,100.

Eight more tv stations were scheduled to be interconnected to receive network program service on New Year's Day, Long Lines spokesman said: WRDW-TV Augusta, Ga., KGNC-TV Amarillo, WAYS-TV Charlotte, WNCT (TV) Greenville, N. C., WFBC-TV Greenville, S. C., WLBC-TV Muncie, KSLA (TV) Shreveport, KFAZ-TV Monroe, La., with Greenville, N. C., and Monroe new cities in system. As of Jan. 1, 1954, then, new total was 261 stations in 159 cities in U. S.

FTC Dismisses Charges Against Soap Big Three

FEDERAL Trade Commission charges that Lever Bros., Procter & Gamble and Colgate-Palmolive Co. violated Sec. 2 (a) and (d) of the Robinson-Patman Amendment to the Clayton Act were dismissed last week by unanimous FTC vote, affirming FTC Hearing Examiner Earl J. Kolb's initial decision last June.

FTC, in denying decision favoring counsel supporting complaint that Big Three of soap companies violated Sec. 2 (d) of amendment (which prohibits payments for advertising purposes to some distributors unless payments are made on proportionately equal basis to all distributors), said company allowances to distributors need not be same for all types of advertising (media) available since such practice would tend to create uniformity instead of proportionality.

What an opportunity: Radio's number-one salesman is now on New York's first station—WABC. Martin Block is in a class by himself! And has been for 18 long years! No other disc jockey can match his fanatical following, or phenomenal sales successes; his afternoon program ranks consistently first or second in popularity. Now he's bringing his unique appeal to a 64% larger audience . . . thanks to WABC's impressive coverage (nearly 6,000,000 families in 89 counties). And you'll be surprised to find out how little Block costs to buy! Get the facts, figures, full information. Call SUsquehanna 7-5000, *right away.*

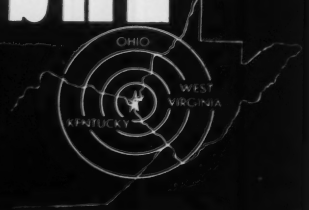
Monday thru Friday 2:35-6:45 p.m.
Saturday 10-12 noon, 6-7:30 p.m.

WABC-770

NEW YORK, N. Y.

RADIO STATION
WSAZ
HUNTINGTON, WEST VIRGINIA
SERVING 3 STATES

"THE SWANEE RIVER BOYS"
★
Nationally-known
SINGING TALENT
HAVE NOW JOINED THE STAFF OF
WSAZ
★
NOW AVAILABLE FOR SPONSORSHIP
Contact: C. T. Garten
WSAZ Station Manager
THE KATZ AGENCY
National Representatives

5,000 WATTS DAY
1,000 WATTS NIGHT
930 KC
WSAZ


TELEVISION AFFILIATE
WSAZ-TV
Represented by THE KATZ AGENCY

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BROADCASTING* TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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EDITORIAL — Art King, *Managing Editor;* Edwin H. James, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* Lawrence Christopher, *Technical Editor;* David Berlyn, Harold Hopkins, Don West, *Assistant Editors;* Patricia Kielty, *Special Issues; Staff:* Ray Ahearn, Jonah Gitlitz, Louis Rosenman; *Editorial Assistants:* Anna Campbell, Kathryn Ann Fisher, Joan Sheehan, Harriet Sinrod; Gladys L. Hall, *Secretary to the Publisher.*

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Warren W. Middleton, *Midwest Sales Manager;* Barbara Kolar.
John Osbon, *News Editor.*

HOLLYWOOD — Taft Bldg., Hollywood & Vine, Zone 28, Hollywood 3-8181.
David Glickman, *West Coast Manager;* Leo Kovner, Marjorie Ann Thomas.

Toronto: 417 Harbour Commission, Empire 4-0775. James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: **$7.00.** Annual subscription including BROADCASTING Yearbook (53d issue): **$9.00,** or TELECASTING Yearbook (54th issue): **$9.00.** Annual subscription to BROADCASTING • TELECASTING, including 54 issues: **$11.00.** Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53d and 54th issues: $5.00 per copy. Air mail service available at postage cost payable in advance. (Postage cost to West Coast $41.60 per year.)

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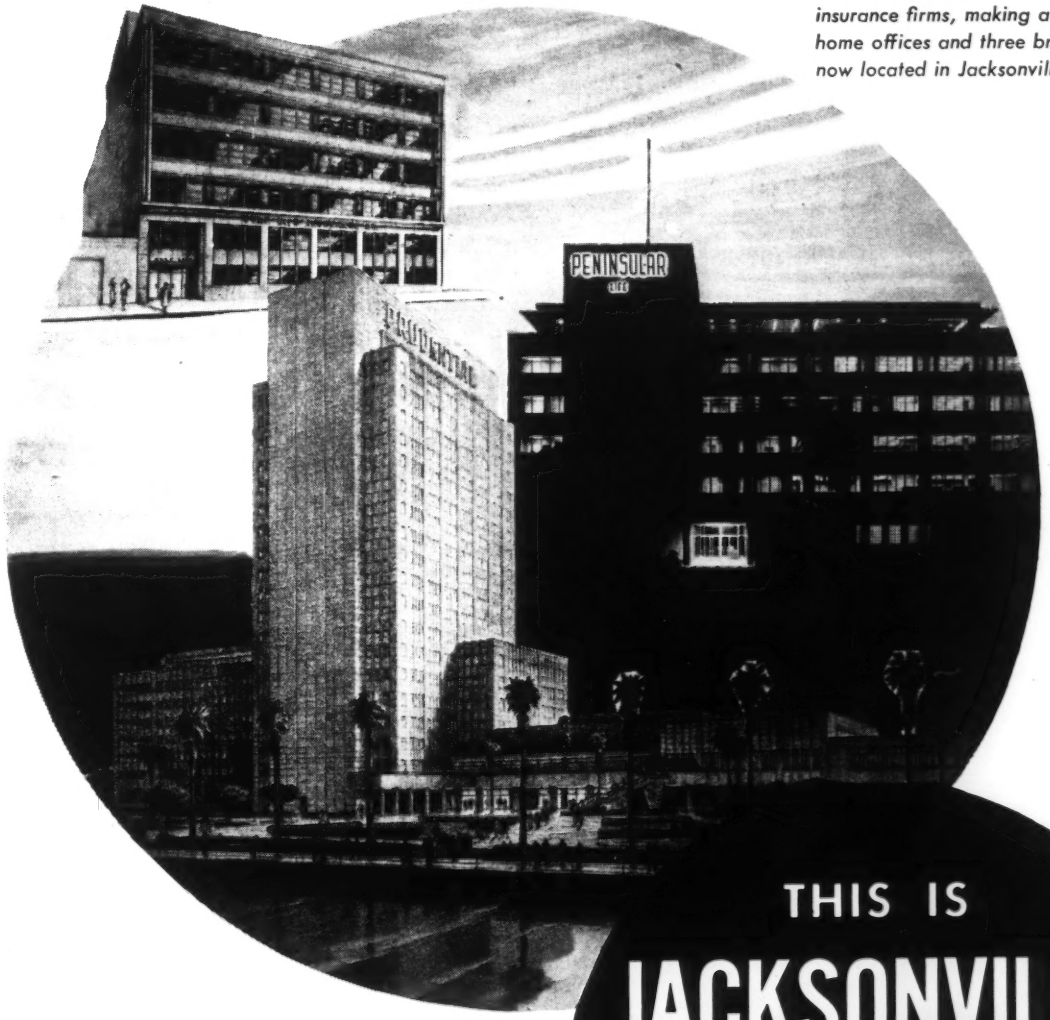
BROADCASTING* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING*—The News Magazine of the Fifth Estate.
Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office
Copyright 1954 by Broadcasting Publications Inc.

Three of the seven new modern Insurance buildings either completed or under construction by major insurance firms, making a total of seven home offices and three branch home offices now located in Jacksonville



THIS IS

JACKSONVILLE

FLORIDA...

Insurance center of the southeast!

...WMBR is Jacksonville's most-listened-to radio station ...and WMBR-TV is Florida's most powerful television station!

WMBR

AM · FM · TV

Source: Latest Pulse Reports

Represented by CBS Radio and Television Spot Sales

Unanimous decision

ALL ST. LOUIS UHF

NATION'S 8th LARGEST MARKETING AREA!

kacy....

Channel 14... Owned and operated by Ozark Television Inc. Completely equipped by General Electric, KACY boasts one of the nation's first directionalized helical antennas with a gain of 46 that puts their maximum signal in the St. Louis Metropolitan area. Their transmitter site is located just South of St. Louis.

wtvi....

Channel 54... A DuMont affiliate, went on the air originally in August, 1953 with interim power. President & General Manager, Bernard T. Wilson has now prepared the transmitter site at Belleville, Ill. to operate with a G-E high power 12 KW unit. WTVI's ultra-modern equipment building is shown at the right.

kstm....

Channel 36... Opposite Forest Park, St. Louis. Here is another show-place of the finest television broadcast equipment obtainable. Owned by Broadcast House Inc., KSTM is affiliated with the ABC network. In this picture its personnel and General Electric engineers prepare to install the station's 5-bay helical antenna.

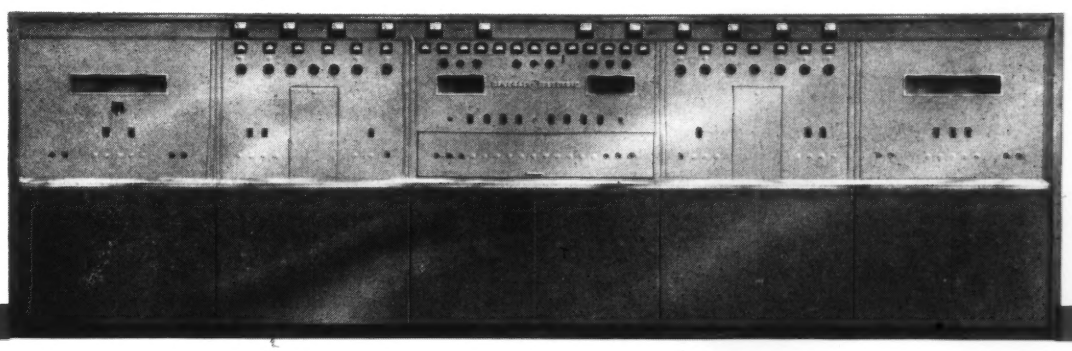
for high power...

STATIONS BUY G-E!

Three St. Louis TV Outlets Will Use G-E 12 KW Transmitter Units. Two More Have Specified G-E To The FCC!

WHEN everyone votes for a single candidate he's got to be good! And, that's exactly what has happened in St. Louis' UHF broadcasting field. These stations will compete strongly for the largest metropolitan audience possible. Still, when it comes to selecting equipment, they all agree on General Electric. Each knows that in order to have complete coverage for advertising revenue *and* strong field intensity for the best home receiver signal . . . only the General Electric 12 KW transmitter provides the right and quickest answer to these problems.

All UHF outlets . . . new or already on the air . . . must take note of this complete confidence vote. Examine all you have to gain with this equipment. Then, call our local representative and join the growing number of G-E broadcast customers.



G-E 12 KW UHF Transmitter

Industry's highest power TV equipment! Features long-life Klystron tube! Carrier separation accurately maintained! Independent driver unit operation! Simplified installation! Factory-tested!

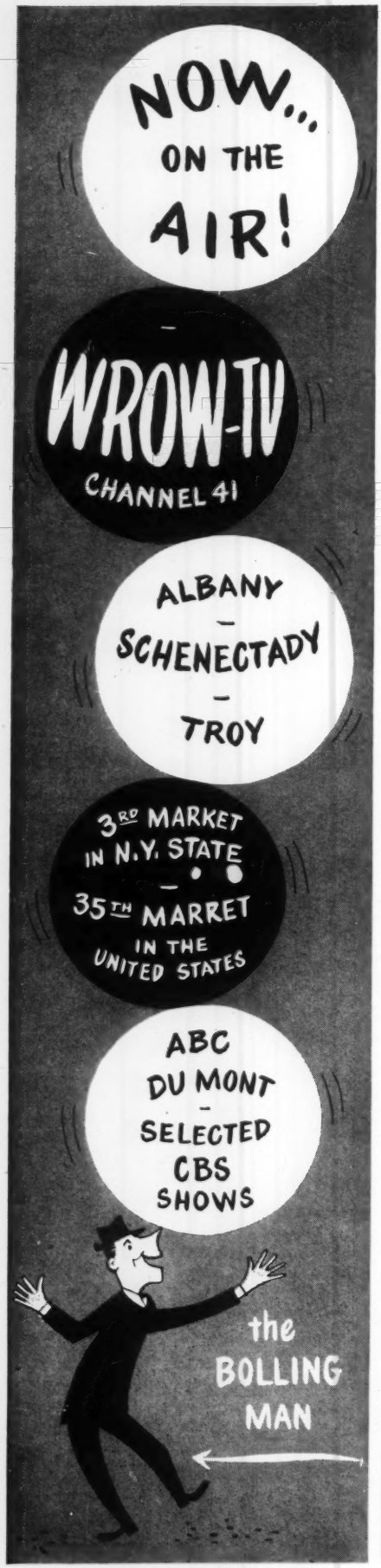
G-E 12 KW Amplifier

You can combine your present 1 KW UHF transmitter with a high power General Electric 12 KW amplifier. Get complete details from your local broadcast representative or write us direct. Act quickly!

General Electric Company, Section 214-4, Electronics Park, Syracuse, N. Y.

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

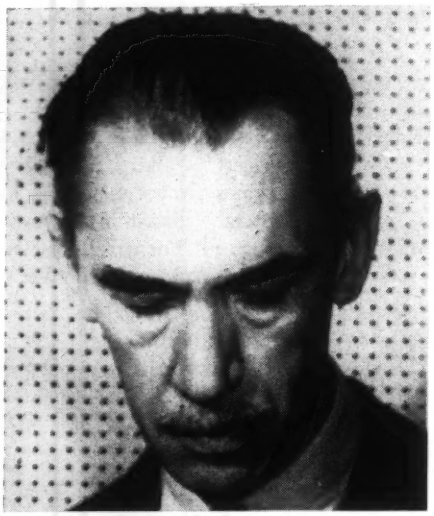


BACKBONE OF AMERICA

Network: NBC-TV, Dec. 29, 8-9 p.m. EST
Sponsor: Miller Brewing Co.
Agency: Mathison & Assoc., Milwaukee
Stars: Yvonne de Carlo, Wendell Corey, Thomas Mitchell, Gene Lockhart, Regis Toomey, Lee Patric
Original Script by Robert E. Sherwood
Producer: Adrian Samish
Director: Marc Daniels
Musical Director: Earle Hagen
Settings: Jay Krause

THE first meeting of Robert E. Sherwood and television was a disaster for both. "Backbone of America," the hour-long comedy he wrote as his first assignment for NBC-TV under probably the most favorable writer's contract in television, turned out to be spineless. It is hard to believe it came from a playwright who has won the Pulitzer Prize three times.

In concept and execution the work was banal.



ROBERT E. SHERWOOD

The central situation involved a young, female and fierce construction tycoon, addressed as "V. J." by her cowed employes, and her promotion manager, a young man with the conflicting wishes to marry his boss and to quit the crass, commercial world and write a book. But V. J., who is ravishing with her horn-rimmed glasses off, thinks only of business.

She dispatches her promotion man to Fenwick, Ind., scene of one of her housing projects, to find a typical American family that she can exploit for publicity purposes. Though his natural compassions are disturbed by the assignment he carries it out. He finds what appears to be a suitable family, is invited to dinner, and, after the father says grace, lapses into a stream of consciousness about his own boyhood home in the Middle-West.

You will have to go elsewhere to find out what followed. At that point this reviewer turned off the set.

An assembly of highly-paid performers did what they could with trite situations and unimaginative lines, but Mr. Sherwood's script was beyond salvage.

* * *

STROKE OF FATE

Network: NBC Radio
Time: Sun., 9-9:25 p.m. EST
Scriptwriter: Mort Lewis in consultation with such historians as Allan Nevins and Stefan Lorant
Director: Fred Weihe
Producers: Mort and Lester Lewis

SPECULATION based on historical possibility provides the format for a series of dramatic programs NBC Radio has been offering listeners each Sunday evening since last October. The series, *Stroke of Fate*, has been constructed on the premise that the fate of the world has depended largely upon accidents or circumstances which, had they been slightly different, might have completely altered the pattern of Western civilization.

The idea has a great deal of theatrical value. It is regrettable that the same cannot be said of *Stroke of Fate*.

The Dec. 27 broadcast was concerned with the Battle of Hastings and how our present world may have been affected had William the Conquerer not succeeded in his conquest. The scriptwriter made a stab at penning an Anglo-Saxon dialect a la 1066 A.D. It just didn't match the 20th Century delivery of the actors who were used on the show. This particular broadcast from a production standpoint was totally amateurish; music up, under and out followed by narration, followed by dialogue followed by more music. And so the cycle went.

The mistake made in the production of this series is an obvious one. Historians, not people wise in the ways of radio drama, have been at the helm. It was only correct that NBC seek advice from history experts. But presumably consultants ended up taking the show over and the effect, though it has undoubtedly met the test of historical accuracy up to the point of speculation, is devoid of dramatic merit.

* * *

MUSICIANS' CHRISTMAS PARTY

Network: ABC-TV, Dec. 25, 3-4 p.m. CST, coast to coast
Executive Producer: Grover J. Allen
Producer: Dan Schuffman
Director: Richy Victor
M.C.: Frankie Masters
Cast: The Chavales, Skinnay Ennis and Orchestra, Orlando, George White, Dorothy Sarnoff, Richard Drake, Raymond Sharp
Host: AFM President James C. Petrillo

THE AFM's 17th annual party-benefit for blind musicians on Christmas Day proved a highly satisfying hour of tv entertainment, not to mention a splendid vehicle of public relations for the union.

The highlight was, of course, James C. Petrillo's appearance. Mr. Petrillo, who mellowed for the occasion, introduced his mother. A crowning touch would have been "Hearts and Flowers."

Good bits in the show: Dorothy Sarnoff's "I Love Paris," harpist Orlando's "I've Got You Under My Skin," Skinnay Ennis' classic "I've Got a Date with an Angel" and guitarist Richard Drake's hilarious, deadpan "Second Hungarian Rhapsody."

* * *

BOOKS

TECHNIQUES OF TELEVISION PRODUCTION, by Rudy Bretz. McGraw-Hill Book Co., 330 W. 42d St., New York 36, 474 pp. $10.

THE aim of this book, says Mr. Bretz, formerly a CBS-TV producer-director and WPIX (TV) New York production manager, and now a tv consultant, is to bridge the gap between the creative production man and the technically-minded engineer. It concentrates on principles underlying equipment and techniques, and its most important parts, being basic, should not become obsolete.

On slick paper and plentifully illustrated with photos and diagrams, the book's chapters treat the cameraman, cameras, camera handling.

Biggest News Since WORLD Began!

more than

1000 STATIONS

now subscribe to

WORLD

Never before have so many stations turned to one source for the answer to hundreds of local sales problems!

TURN THE PAGE TO PROFITS

DETROIT PUBLIC LIBRARY

FROM STATION AFTER STATION COMES THE WORD..

$8388
ANNUAL NET FROM "YOU WIN"
REPORTS
WBML
MACON, GEORGIA
12 participating advertisers six days weekly include Philco TV, Sherwin-Williams Paints, Necchi. 13 weeks' return, more than cost of entire Service for year.

$6500
ANNUAL NET FROM "YOU WIN"
SAYS
KDON
SALINAS, CALIFORNIA
52-week contract with 9 advertisers Monday thru Friday. Income more than 3½ times cost of entire Service for year.

$374
ANNUAL REVENUE FROM "YOU WIN"
SAYS
KBTM
JONESBORO, ARKANSAS
Six participating advertisers. Quarter-hour Monday thru Friday. Annual take more than double cost of entire Service for year.

$8580
ANNUAL NET WITH "YOU WIN"
SAYS
WJPS
EVANSVILLE, INDIANA
52-week contract Monday thru Friday, with Royal Super Foods of Evansville. In just 13 weeks this one series pays for the entire World Service for over a year.

PROFITS ZOOMIN

Local radio's stronger, sturdier, healthier than ever! The proof is in the profits . . .

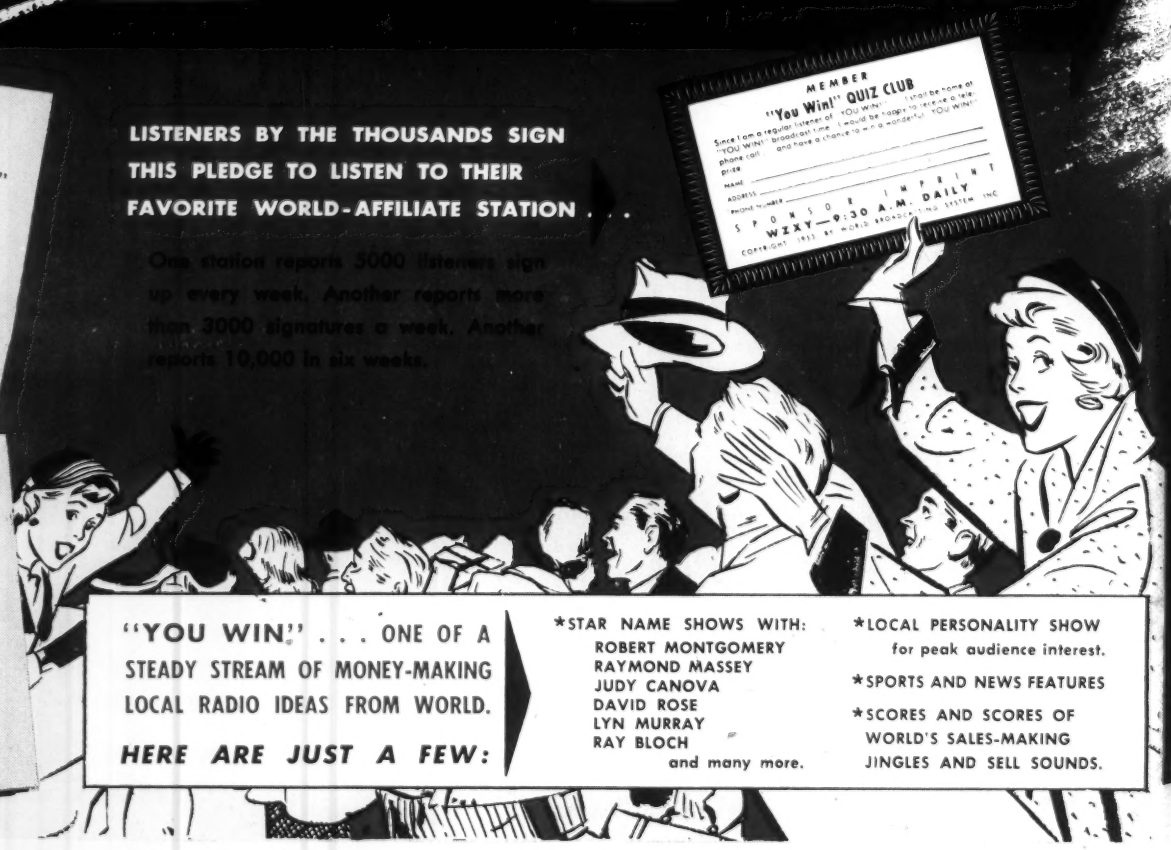
LOOK HOW THESE WORLD AFFILIATES ARE MAKING MONEY, BIG MONEY WITH JUST ONE WORLD SHOW

$6240
ANNUAL NET FROM "YOU WIN"
SAYS
WJBO
BATON ROUGE, LA.
4 participating advertisers, 42 participating announcements, each Monday thru Friday, netting in only 13 weeks more than the cost of a year's complete Service.

$6000
ANNUAL NET "YOU WIN"
PREDICTS
KTUL
TULSA, OKLAHOMA
Sponsored exclusively by Tulsa Retail Grocers, quarter hour Monday thru Friday. Revenue for year covers more than 3 times the cost of the entire World Service for year.

LISTENERS BY THE THOUSANDS SIGN THIS PLEDGE TO LISTEN TO THEIR FAVORITE WORLD-AFFILIATE STATION . . .

One station reports 3000 listeners sign up every week. Another reports more than 3000 signatures a week. Another reports 10,000 in six weeks.


MEMBER
"You Win!" QUIZ CLUB
Since I am a regular listener of "YOU WIN!" I shall be home at
"YOU WIN!" broadcast time. I would be happy to receive a tele-
phone call and have a chance to win a wonderful "YOU WIN!"
prize.
NAME
ADDRESS
PHONE NUMBER
SPONSOR IMPRINT
WZXY—9:30 A.M. DAILY
COPYRIGHT 1953 BY WORLD BROADCASTING SYSTEM, INC.

"YOU WIN!" . . . ONE OF A STEADY STREAM OF MONEY-MAKING LOCAL RADIO IDEAS FROM WORLD.

HERE ARE JUST A FEW:

*STAR NAME SHOWS WITH:
ROBERT MONTGOMERY
RAYMOND MASSEY
JUDY CANOVA
DAVID ROSE
LYN MURRAY
RAY BLOCH
and many more.

*LOCAL PERSONALITY SHOW for peak audience interest.

*SPORTS AND NEWS FEATURES

*SCORES AND SCORES OF WORLD'S SALES-MAKING JINGLES AND SELL SOUNDS.

$7113.64
ANNUAL NET FOR "YOU WIN"
PROJECTED BY
WGET
GETTYSBURG, PA.
42 spot participations weekly. Income for 13 weeks already more than cost of entire World Service for year.

$7800
ANNUAL NET FROM "YOU WIN"
FOR
KWBW
HUTCHINSON, KANSAS
8 participating advertisers including Admiral Radio & Television. Net for 13 weeks more than covers cost of entire Service for year.

$3276
ANNUAL NET FROM "YOU WIN"
PROJECTED BY
KRHD
DUNCAN, OKLAHOMA
20 participating advertisers including Philco, Sinclair, MacGregor, Rexall, Texaco, Westinghouse Appliances. Profit in 26 weeks more than pays cost of entire Service for year.

$5200
ANNUAL NET FROM "YOU WIN"
SAYS
WHLM
BLOOMSBURG, PA.
8 participating advertisers including Standard Plumbing, Pittsburgh Inter-Lock Tile. Annual revenue projects to more than 3 times annual cost of entire Service.

...NG WITH WORLD!

$4056
ANNUAL NET PROFIT TO COME FROM "YOU WIN"
SAYS
KROX
CROOKSTON, MINN.
52-week contracts with 18 participating advertisers. Profit is more than 2½ times cost of entire Service for year.

YOU WIN!"

$3120
ANNUAL NET FROM "YOU WIN"
FOR
KYOU
GREELEY, COLORADO
Ten participating advertisers including Coca-Cola. Projected revenue amounts to twice the cost of the entire Service for one year.

The *EXCITING, EXCLUSIVE,* NEW half-hour telephone quiz series!

Just one of hundreds of the profit-making World features!

BIG NATIONAL ADVERTISERS SPONSOR "YOU WIN"

- Westinghouse Appliances
- Coca-Cola
- Necchi
- Sherwin-Williams Paints
- Philco TV
- Pittsburgh Inter-Lock Tile
- Standard Plumbing
- Admiral Radio & Television
- Texaco Gas & Oil
- Rexall Drug Products
- MacGregor Sports Wear
- Sinclair Gas & Oil
- Gruen
- Bulova
- Dodge Motors
- Canada Dry

CANADA, TOO, IN ON "YOU WIN" MONEY!
Home Provisioners Limited of Canada sponsors "You Win" profitably on
CFAC, CALGARY
CJCA, EDMONTON
CJOC, LETHBRIDGE
CHAT, MEDICINE HAT

WORLD
SALES AND PROGRAM SERVICE

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue, New York 22, New York
CINCINNATI — An Affiliate of The Frederic W. Ziv Company — HOLLYWOOD

CANADIAN REPRESENTATIVES . . . ALL-CANADA RADIO FACILITIES LIMITED, VICTORY BUILDING, TORONTO

Clip and Mail **NOW!**

WORLD BROADCASTING SYSTEM, INC.
488 Madison Avenue
New York 22, N. Y.

Please rush all the facts on your money-making program and sales service. *No obligation.*

STATION MANAGER _____

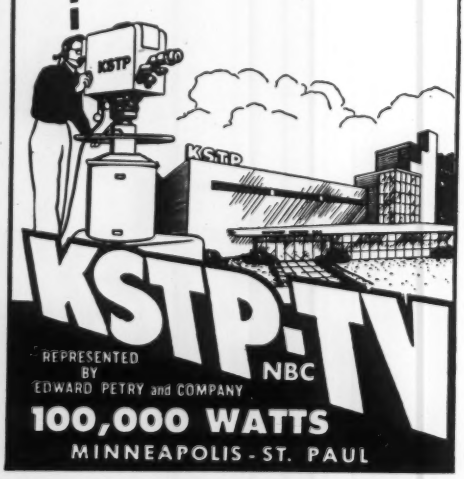
RADIO STATION _____

STREET ADDRESS _____

CITY _____ ZONE _____ STATE _____

IN THE
Upper Midwest...

KSTP-TV
now reaches
nearly
Two Million
people
regularly
with its
100,000 watts
on
channel 5



REPRESENTED BY
EDWARD PETRY and COMPANY
100,000 WATTS
MINNEAPOLIS - ST. PAUL

lenses, cutting, switching equipment, technical limitations and production problems involved, graphic materials, projection equipment, mirrors and prisms, composite shots and illusion of space, special effects with graphic materials, studio effects, electronic effects, scenery, make-up lighting, audio problems and remote pickups.

* * *

TELEVISION IN SCHOOL, COLLEGE, AND COMMUNITY, by Jennie Waugh Callahan. McGraw-Hill Book Co., 330 W. 42d St., New York 36. 339 pp. $4.75.

WHAT IS being done and what can be done for education through television receives an able and comprehensive treatment by Dr. Callahan, a member of the Hunter College faculty. Part I describes the functions and accomplishments of the many groups which have helped to make noncommercial educational tv possible: Governmental agencies, national organizations, foundations, companies, public and private groups and individuals, commercial stations, and state, institutional and community groups. A chapter includes data on financing and equipping educational tv stations.

Part II describes some outstanding educational tv programming on commercial stations by the stations and by local community institutions and public schools, both for in-school and home viewing. A chapter deals with college and university adult education telecourses.

Part III deals with educational tv writing-production techniques for community institutions, colleges and universities and public schools, with widely-varied sample scripts.

* * *

UHF TELEVISION ANTENNAS AND CONVERTERS, by Allan Lytel. John F. Rider Publisher Inc., 480 Canal St., New York 13. 118 pp. $1.80.

INTENDED to prepare the service dealer and serviceman to answer questions on the various uhf conversion systems on the market and to prepare for the installation and maintenance of these units, this paper-bound book covers an introduction to conversion systems, transmission lines, antennas, converter circuits, single channel converters, full range converters, all-channel tuners and uhf test equipment specifications. Illustrated with photos and diagrams.

* * *

CREAM OF WIT, compiled by Rod Arkell. Rod Arkell, Author & Publisher, American Bldg., Sebring, Fla. 190 pp.

THIS is a dictionary of 6,000 alphabetized quips, gags, puns, proverbs, wit and quotations, ancient to modern, in two parts: "Cream of Wit," which identifies the originators, and "The Gagmaster," a gleaning from the wit of modern speakers and writers. It is just the thing, says Mr. Arkell, to "help beat those jittery deadlines in the lives of editors, reporters, playwrights, tv, radio and screen writers" and others. Mr. Arkell is a former columnist, former narrator for CBS, MBS and NBC and is a Florida publisher and radio and motion picture scripter.

* * *

A PRONUNCIATION GUIDE TO NEBRASKA PLACE NAMES, prepared by Arved Christensen, Wayne B. Wells, and Nanci Debord under supervision of Paul Schupbach. U. of Nebraska Publication, Radio Section, Dept. of Speech, School of Fine Arts, U. Nebraska, Lincoln 8, Neb. 51 pp. $1.

THIS listing, in pamphlet form, is designed as an aid to the broadcaster and to others in the general news field. Listed are all Nebraska cities and towns, the preferred pronunciation for each, the 1950 population of each and its approximate location in the state and county. Copies have been distributed to radio-tv operations in the state free of charge. Additional copies are available for $1 plus postage from Regent Book Store, U. of Nebraska, Lincoln.

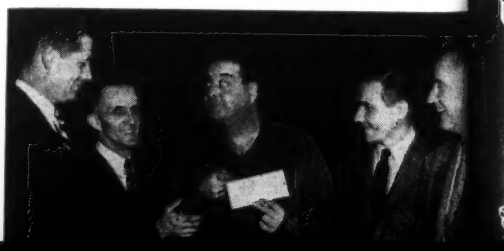
TV NEWSREEL

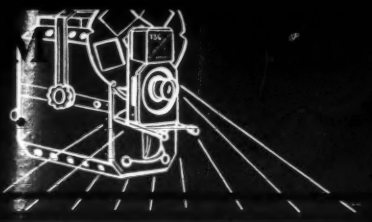
FIRST single sponsorship of a tv show by Acousticon Div., Dictograph Products Inc., is arranged by (l to r) Norman Knight, gen. mgr., WABD (TV) New York; Nat Strom, radio and tv dir., Buchanan & Co., and Maxine Cooper, WABD acct. exec. Contract is for twice-weekly sponsorship of WABD-DuMont *Drew Pearson Show.*

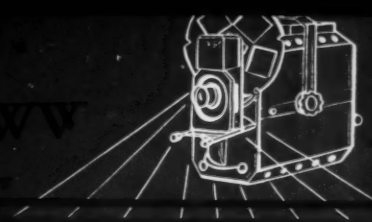
HERBERT F. AGENTO (r), Raytheon vice pres., explains workings of company's color tubes and receivers to newsmen at preview and reception at Sheraton Hotel, Chicago, Dec. 22.

COOKING SCHOOL equipment at KCCC-TV Sacramento, Calif. is demonstrated by Ashley L. Robison (at oven), gen. mgr., and examined by (l to r) Joseph J. Weed, pres., Weed Tv, KCCC-TV representative; Don Staley, Weed's S. F. mgr., and Harry McCart, pres., Capitol City Tv, station owner.

WINNER A. J. McElfresh in Nescafe's $10,000 jingle contest accepts check from pop-eyed Jackie Gleason, star of his own CBS-TV show. At presentation (l to r): Win Stetson, vice pres., Sherman & Marquette, agency; Mr. McElfresh; Mr. Gleason; Dick Goebel, Nescafe ad official, and Bill Lawrence, The Nestle Co.







Design your studio around

TSC REAR SCREEN PROJECTION *for as little as*

$1292

TSC rear screen projection

SAVES MONEY

Cuts personnel costs and program set-up time. Saves set construction and equipment costs.

TSC rear screen projection for

BETTER PROGRAMMING

Provides multiple background changes for variety and flexibility in News Shows, Disc Jockey Shows, Weather Shows and Commercials.

The Rear Screen system that is designed to *your* station. 80 TV stations from coast to coast contributed the ideas and design specifications that make this the ideal Rear Screen equipment for television stations.

With a TSC installation your screen can be rolled up like a window shade. Three minutes before air time the screen is pulled down, slides placed in the automatic slide changer—and you are ready for the air with the most economical, most convenient TV scenery ever developed. Entire backgrounds can be changed in two seconds—merely by pushing a button in the control room.

Your sponsors will like your TSC Rear Screen facilities too. You can project backgrounds of their supermarket, department store, or product display for the perfect tie-in with their sales story. TSC Rear Projection provides that "priceless plus" that makes your operation stand out as the most complete and up to date station in your area.

TSC salesmen have sold more Rear Projection equipment than all others combined. The valuable experience gained in more than 80 TV stations is available to help you profit from the use of TSC Rear Projection equipment. Write today for our free booklet "Profitmaking Rear Screen Projection."

TSC rear screen projection

BUILDS PROFITS

Attracts local sponsors. Provides invaluable aid to time sales. Cost of equipment can be regained by nominal facilities charges.

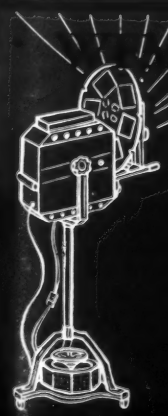
TSC rear screen projection

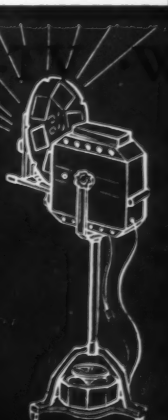
SAVES SPACE

Converts scenery and prop storage space into valuable usable studio area. Back-to-back shows can be played in the same area. Reduces space needed for scenery construction.

DELUX "PACKAGE" INCLUDES:

Projector
Automatic slide changer
Dimmer control
8' X 10' screen
Mobile screen frame
Set of slides **Price complete $1292.00**





TELEVISION **Specialty** COMPANY INC.

350 WEST 31st STREET • NEW YORK 1, N. Y. • LOngacre 4-5326

Please send me, free of charge, your booklet "Profitmaking Rear Screen Projection" DEPT. B-1

NAME ..... TITLE .....

STATION ..... ADDRESS .....

Check First

CLEVELAND'S
CHIEF STATION

5,000 WATTS—850 K.C.
BASIC ABC NETWORK
REPRESENTED
BY
H - R REPRESENTATIVES

WJW
CLEVELAND'S Chief STATION

No. 1 Radio Buy
in New Haven

Merchandising
more guaranteed in-store food display than any other New Haven station.

Programs
live wire local plus NBC affiliation = proven audience.

Saturation
run of station • day and night • 20 spots a week • 1-13-26 week package • $45—$48—$60 per week.

— three steps cover — New Haven's ultra-rich market on

WNHC
radio • ASK KATZ

OPEN MIKE

Travelers

EDITOR:

. . . Jan Gilbert and I both got a terrific kick out of attending [NARTB district] meetings and are definitely planning to hit every meeting at least every other year from now on.

John B. Crandall
Media Director
Sherman & Marquette
New York

[EDITOR'S NOTE: Miss Gilbert, Sherman & Marquette timebuyer, and Mr. Crandall attended several district meetings this year.]

Thank-You Note

EDITOR:

. . . As producers and distributors of television film shows, we wish to thank you for your generous recognition both of our programs and our company, and for your contribution to the development of this still little-recognized phase of the industry. . . .

Lou Shainmark
Vice President
Guild Films Co. Inc.
New York

Good Question

EDITOR:

Tv or not tv—the question is, how did the picture of KLAS-Radio's signing of Nevada Beverage for 52 weeks get into Tv NEWSREEL Dec. 14 issue, with the credit going to KLAS-TV?

We were gratified to find the picture in your highly regarded and widely read magazine, but, please give KLAS-Radio the credit, not our young cousin, KLAS-TV. . . .

Tom Ivory, General Manager
KLAS Las Vegas, Nev.

More on Merchandising

EDITOR:

In connection with the Kenyon & Eckhardt survey of merchandising methods [B•T, Nov. 30, 1953] we want it known that KVWO has a food group offering premium display space in eight Allied Stores to KVWO advertisers. Two 15-minute daily programs, seven days a week, and 12 spot announcements daily, 10 in English and two in Spanish, are devoted to the Allied Group by the station. The eight stores and their wholesale supplier feature in their display and newspaper advertising KVWO advertisers —both network and spot accounts. No minimum is required. . . .

Bill Harrell
V. P. & Gen. Mgr.
KVWO Cheyenne, Wyo.

Shot in the Arm

EDITOR:

Congratulations on the merchandising supplement [B•T, Nov. 30].

This is the shot in the arm our business needs.

Nathan Brook
Dir. of Promotions and Public Relations
KLIR Denver, Colo.

Thousands More

EDITOR:

In your issue of B•T of Nov. 9 on page 112, you make certain statements about the Sight-and-Sound system being conducted by Rediffusion Inc.

I feel sure that you, as the editor of a responsible journal, will want to correct some entirely erroneous figures which were published therein. For instance, you say in that article: "Some 3,000 subscribers in Montreal receive all CBFT Montreal programs and film from Rediffusion's Montreal office, as well as five radio station programs, and a Muzak recorded program." In fact, there are more than 7,000 Rediffusion subscribers in Montreal and more than 4,000 receiving the two Vision programs in addition to the Sound programs. . . .

Arthur J. Mathers
Director of Advertising
Overseas Rediffusion Ltd.
London

Delayed Reaction

EDITOR:

I have—just this minute—completed reading "What's Right and Wrong with Radio News" in your Nov. 30 issue, so ably put down on paper by Jim Reed. This belated report is due to the fact that I must lay trade papers aside to read features at some leisure time.

Congratulations are in order for that splendid piece of writing. I have never—during my career in broadcasting—read an article which so clearly imparts the pros and cons relative to news coverage. . . .

Hal Fisher, News Editor
WALK Patchogue, N. Y.

Stab in the Back

EDITOR:

Television "goofed." While radio stations all over the nation are knocking themselves out convincing advertisers that radio *can* compete successfully with newspapers, certain television stations beamed pictures of empty New York stores during the recent newspaper strike!

Several local businessmen who saw these scenes are now even more completely sold on newspapers and have told us so. The work of years in building up the value of radio-tv advertising in competition with newspapers was destroyed in a few minutes.

We had just started to enjoy the confidence of advertisers and now must start all over again in some cases. The morons who dreamed up this monstrous bit of sabotage have done an injustice to their sister-industry, radio, and have in reality helped to cut their own throats.

William M. Brady
Program Director
WPRC Lincoln, Ill.

It's Not Better to Give

EDITOR:

Our business is selling time—not giving it away, or worse, by buying phono records to promote someone else's business.

We use the promotionals sent us by various record companies and give them credit on air occasionally. We don't intend to mention brand and artist of the few we buy, as that is cutting the throat of the ones who work with and favor us.

The listeners apparently sort out the ones they like and the ones they don't, and buy from the record shops the ones they like. Believe the success average of the promotional lacquerings is as good as the ones we don't buy. . . .

Bud Crawford, President
KCNI Broken Bow, Neb.

How President Pettibone nearly bought a Pig-in-a-Poke

(OR)

DON'T be "REMOTE" in your REMOTE CONTROL THINKING

Jim Pettibone, President of WHOA AM-FM, was a mighty smart radioman. He was a superlative sponsor seller. He never double-spotted on breaks, knew programming from "A" to "Z", maintained a nice commercial station log. He knew most everything about radio. He didn't know a *BLAMED thing* about Remote Control Systems.

He'd heard about RUST, the pioneer remote control manufacturers.

But he had a pleasant hour's visit from the representative of a well-known "broadcast equipment manufacturer" who nearly sold him a "Gashundheit Remote Control System".

But then . . . up stepped Ed Brainvoltage, his Chief Engineer. Ed said,

"JIM... LOOK AT THE FACTS, NOT THE CLAIMS — BUY RUST!"

And here are the Facts Jim learned:*

System "G" (for "Gashundheit") has *37* tubes in its remote control system, failure of any one of 10 of which would put Jim's station off the air. **The RUST system has NO TUBES.**	SYSTEM "G" has *16 relays.* RUST has 15 HIGHEST QUALITY relays. SYSTEM "G" has *23 control adjustments.* RUST has *one.*
System "G" has *24* tubes at the TRANSMITTER END, failure of any one of which would take the station off the air 'til an engineer could be located and sent to the transmitter to replace it. **RUST HAS NO TUBES.**	**RESULT:** JIM PETTIBONE JOINS WITH SCORES OF OTHER WISE STATION OPERATORS IN ORDERING THE RUST REMOTE CONTROL SYSTEM.

** based on complete systems of comparable capacity*

MORAL — Write, Wire or Phone . . .

★

the rust industrial company, inc.

608 WILLOW STREET MANCHESTER, NEW HAMPSHIRE, U. S. A.

300-POUND SALES FORCE!

Here's a fast moving fat man who calls on 53,000 TV homes in just 45 minutes five days a week . . . and he sells with the speed of light! That's why sponsors keep renewing the JACK McELROY SHOW which airs over KNBH, Hollywood . . . 12:15-1:00 p.m. Monday thru Friday.

KEYS OPEN DOOR TO FOOD SALES!

A top-rated cooking show and an outstanding TV food merchandising plan now give qualified sponsors a selling combination that moves products fast. KEY TO THE KITCHEN (the show) takes your sales message into 30,000 Los Angeles homes daily. KNBH KEY VALUE WEEK (the plan) provides in-store displays, newspaper ads and on-the-air promotion to 2,400,000 viewers. Food sponsors can't miss on KNBH!

WHAT A PARTY!

BILL STULLA'S "Parlor Party" really pulls in the gals – a host of sales, too! The 2:00-3:00 p.m. Monday thru Friday program leads all other local daytime shows with a November ARB cumulative audience of 5.7 . . . just $125 puts Bill and his gang to work for your product. For additional information on this and other KNBH "best buys," contact KNBH, Hollywood, or your nearest NBC Spot Sales Office right now.

our respects

to JAMES EARL BARR

THE ranks of radio and television executives are replete with engineers who first met the magic of electronics at a basement bench. Like many others of the art, James E. Barr, chief of the FCC Broadcast Facilities Division, spent many of his adolescent evenings wrapping wire around Mother's Oats boxes and hunting hot spots on galena crystals.

One thing about Jim Barr—he started young in his pursuits of an electronic career. Born in 1907 in Wise County, Tex., not far from Fort Worth, he began monkeying with spark coils at the age of 8. By 1921 he had a licensed ham station in Fort Worth, though still barely 14 years old.

After-school and between-hours spent with his hands in condensors and such, he worked in his uncle's drug stores—14 of them, scattered around Fort Worth. At various times he worked in all the branches of this local pharmaceutical empire, tossing cokes at bobbysoxers and dispensing cosmetics to elderly spinsters.

The job security that went along with nepotism had less appeal than modern developments in the science of communication, so the young high school graduate entered Georgia Tech a few months later (in 1926), taking advantage of a cooperative educational plan. After the first year at Tech he again spent a year in Texas, working in stores.

One year of this was enough and he returned to engineering studies, this time at Southern Methodist U. in Dallas. During his two years at SMU he worked for the telephone company. The depression was getting down to its lowest point and for a year he was out of work.

The break came in 1934 when he got a job at the old Southwest Broadcasting Co. network headquarters at KTAT Fort Worth. The network was key station for a hookup that included WACO Waco, KTSA San Antonio, KNOW Austin and KOMA Oklahoma City.

This work was pleasant, according to Mr. Barr, and there was lots of it—70 or 80 hours a week. A long tour of duty, he recalls, but after all there was a depression, and that $20 a week pay envelope looked mighty good.

Eventually Southwestern was sold to the Hearst interests, and then was disbanded, so Mr. Barr became an operator at KTAT. By that time he had accumulated a good fund of electronic information and wanted to broaden his perspective. The answer was a competitive Civil Service examination. He passed and in April 1938 left Texas for New York to become an inspector in the FCC's New York City field office. Much of the Gotham tour was devoted to ship safety work and he had the opportunity to browse around some of the mangiest tubs that ever tied up to a dock.

After two years spent around the Hudson and East River harbor facilities he was assigned to FCC's headquarters in Washington, serving in the Broadcast Division of the Engineering Dept. under one of broadcasting's best-known engineers, Andrew D. Ring.

Soon he was named assistant chief of the department's allocation section for broadcasting and then chief of the application section. World War II somewhat limited the broadcast regulatory job but the entire task of engineering the 800-plus stations on the air was handled by a little cluster of four or five persons.

Floods of applications swarmed over the Commission after the war and the staff was enlarged to 70, with Mr. Barr as chief of the Standard Broadcast Division of the Engineering Dept.

About this time the international allocations problem had again become acute. The first NARBA negotiated in 1937 and effective four years later was to expire in 1946. A preliminary conference was held in 1945 and the pact extended on an interim basis to 1949. Mr. Barr was chief technical advisor to the U. S. delegation at the preliminary Havana conference in 1947. He attended the main NARBA sessions at Montreal, Havana and Washington in 1949.

When the FCC was reorganized in 1951 Mr. Barr became chief of the Aural Facilities Division of the Broadcast Bureau, which included both am and fm. A month ago the tv and aural divisions were consolidated into the Broadcast Facilities Division, so he now has all three broadcast services in his operation.

Looking back on more than a score of active radio years, Mr. Barr likes to recall his ham days in Fort Worth when he hung around the special ham club room maintained by WBAP. At that time the presiding elder, janitor, executive in charge, chief announcer—and chief most everything else—was Harold Hough, who still can be found operating at the same stand. All announcements on WBAP's early air were identified by the initials "H. H." Because of his varied functions, the WBAP audience quickly translated the H. H. into Hired Hand, and afflicted on the young executive a handle that still is known around the radio world.

Mr. Barr married Maxine Hamilton, of Fort Worth in 1935. They have two children.

As chief of the FCC Broadcast Facilities Division his responsibility covers the issuance of permits and licenses for all broadcast facilities—am, fm and television.

He is known to large numbers of broadcasters through attendance at industry meetings, including the NARTB Engineering Conferences. He has taken part, too, in some of the historic Commission hearings at which broadcasters, engineers and other industry authorities have participated.

This Kid Packs A Terrific Punch!

YES, the Number One Independent in the SEATTLE Market is . . .

KAYO

FORMERLY KRSC — SEATTLE'S BEST RADIO BUY SINCE 1926!

- KAYO—BROADCASTING AT 1150 KC ON A POWER OF 5000 WATTS!
- KAYO—THE RATING CHAMP* AMONG INDEPENDENT SEATTLE RADIO STATIONS! (*See Pulse)
- KAYO—THE ONLY STATION IN SEATTLE THAT'S PROGRAMMED 24 HOURS A DAY!
- KAYO—THE CHOICE OF SEATTLE'S LEADING DEPARTMENT STORE FOR 23 CONSECUTIVE, SUCCESSFUL YEARS!

Write for KAYO's Condensed 24-Hour Schedule—on Tape!

Listen to our top disc jockeys, classical music programs, and other outstanding shows. They're all on tape, streamlined for easy listening—and available to you FREE. Send today.

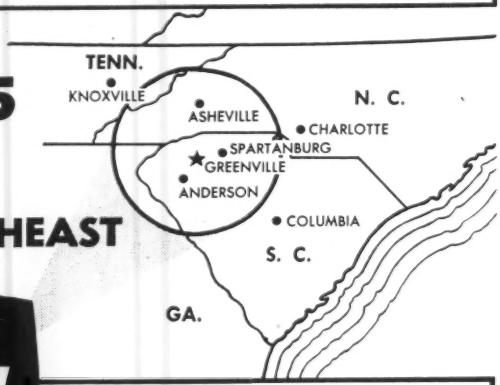
GEORGE W. CLARK, INC.

11 West 42nd	333 N. Mich. Ave.	517 N.W. Bank Bldg.
New York City	Chicago	Minneapolis

Lee F. O'Connell Co.	Daren-McGavren Co.	Moore & Lund
111 La Cienga Blvd.	260 Kearney St.	Cascade Bldg.
Beverly Hills, Calif.	San Francisco	Portland, Ore.

A New TV MARKET

OF 1,749,245 PEOPLE IN THE SOUTHEAST



Channel 4
WFBC-TV
Greenville, S. C.

Maximum Power
Began Operations Jan. 1, 1954

HERE'S THE WFBC-TV MARKET

POPULATION	1,749,245 People
INCOME	$1,892,961,000.
RETAIL SALES	$1,187,300,000.
AREA SERVED	20,106 Square Miles

Market Data from Sales Management Survey of Buying Power, May 10, 1953

SERVING 60 COUNTIES IN S. C., N. C., TENN., & GA.

Most of these rich industrial counties had only "fringe area" TV reception or none at all until the advent of WFBC-TV.

LARGEST TV COVERAGE BY FAR IN S. CAROLINA

WFBC-TV has far more TV Homes, Population, Income, and Retail Sales in its market than any other television station in South Carolina.

135,480 TV SETS WITHIN WFBC-TV COVERAGE AREA

Most of these sets have low-band antennas, tuned for VHF reception. Ideal for WFBC-TV (Channel 4) VHF station.

RANKS WITH ATLANTA, MIAMI JACKSONVILLE, NEW ORLEANS

Outranking several of the former leaders, the WFBC-TV Market is truly a great new TV empire in the Southeast.

Write now for Rate Card and Market Data Brochure. Ask us or our Representatives for information and assistance.

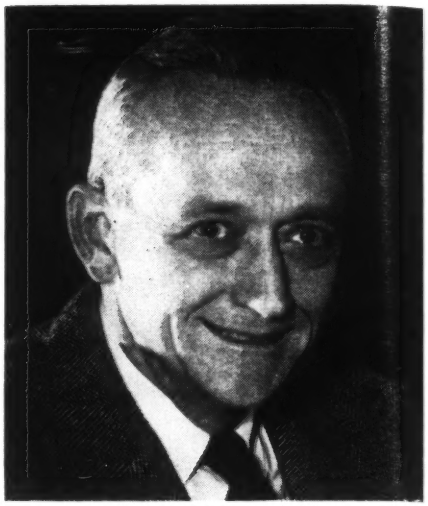
HIGHEST VHF ANTENNA IN THE TWO CAROLINAS

1204 FEET ABOVE SURROUNDING TERRAIN

National Representatives
WEED TELEVISION CORP.
501 Madison Ave., New York 22

Channel 4
WFBC-TV
Greenville, S. C.

NBC NETWORK



Marquis McLeod Smith

on all accounts

AS AN old-timer on the Chicago broadcasting scene, Mark Smith well remembers the era of the old Sears, Roebuck agricultural foundation for radio in whose activities he participated over 25 years ago. And he is not apt to forget the days when he wrote copy and announced shows for S-R on WLS Chicago.

By contrast he might be considered a "young old-timer" in agency circles because he has been associated with Presba, Fellers & Presba since its formation in the mid-'30s.

In any event, Mark Smith today is executive vice president, radio-tv director, copy chief and account executive of the Chicago agency.

M. Smith was born Marquis McLeod Smith (he's of Scottish extraction) in Winterset, Iowa, on March 17, 1899 and attended Kemper Military School in his youth. He took business administration at the U. of Iowa and graduated in 1921, following that up with post-graduate work at Iowa State College in Ames.

In Mr. Smith's early days he was persuaded to teach Latin and mathematics. He taught for one year and served as principal of a consolidated school system in Iowa.

Mr. Smith came to Chicago in 1925 and, answering a local newspaper ad, accepted a position in the mail order division of Sears, Roebuck which had launched a training course for applicants. Sears wanted to build a plant in Atlanta, Ga., and dispatched him down there as manager.

At that time the Sears agricultural radio foundation was gaining momentum. He worked with George Biggar (recently with WLS and now with WLBK De Kalb). Mr. Smith also was operating supervisor of Sears' store in Memphis, and worked at WNBR (now WMPS) there.

After a brief sojourn in Iowa, Mr. Smith returned to Chicago and, when Ed Fellers and Bert Presba started their own agency, he joined them. He worked on the early Smilin' Ed McConnell shows and others. According to Mr. Smith, it was one of the first instances of the integration of commercial copy with program format, with Mantel Aladdin Lamps as sponsor.

Mr. Smith was elected a vice president in 1946. Among his radio accounts today are Flex-O-Glass, Olson Rug, Warp Bros., Bunte Bros. and others.

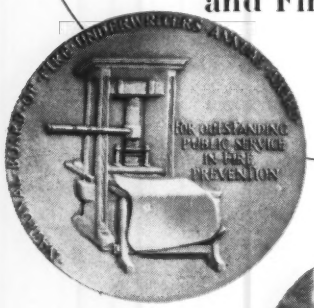
Mr. Smith married the former Katherine Van Spanckeren. They live at Crystal Lake and have one son, Marquis Jr., 27. Mr. Smith's hobbies are fishing and dabbling with machine tools. He is a former president of the Chicago Radio Management Club.

We interrupt this program
to bring you
a special announcement!
Effective January 1st, 1954
KROD
and
KROD-TV
EL PASO, TEXAS
(CBS NETWORKS)
will be
Represented Nationally
by
THE BRANHAM COMPANY
"LET A BRANHAM MAN HELP YOU"
New York • Chicago • Detroit • Saint Louis • Charlotte
Memphis • Atlanta • Dallas • Los Angeles • San Francisco

Enter Your Radio or TV Station for the 1953

Gold Medal Awards

For Outstanding Public Service in Fire Safety and Fire Prevention



The National Board of Fire Underwriters will award a Gold Medal or $500 in cash to the radio station and to the TV station which have carried out the best fire safety and fire prevention campaigns during 1953. Honor Award Citations will also be made to other radio and TV stations. Identical awards will be made to daily and weekly newspapers. We extend you a cordial invitation to participate in this 13th annual award.

All you have to do is to prepare a scrapbook of clippings, letters, photographs, recordings or other material that will tell the full story of your fire safety and fire prevention activities for the year. This material should demonstrate the value of your community's activities, particularly their performance and effectiveness. Entries should be mailed on or before February 15, 1954.

Judges who will select the winners are nationally-known representatives in each medium's field. The National Board takes no part in judging. It serves only as a liaison between the community, the radio and TV stations or newspapers, and the judges.

Plan Your 1954 Fire Safety Campaign Now!

Careful planning and full-scale use of every means of promotion are the basis of winning campaigns. So begin your planning now for next year. Be sure to keep material so your exhibit will show to the best advantage among Gold Medal entries when 1954 awards are judged.

THE NATIONAL BOARD OF FIRE UNDERWRITERS

85 John Street, New York 38, N. Y.

SPECIAL ANNOUNCEMENT *for* **TV STATIONS, NETS, AGENCIES** *and* **SHOWMEN!**

Coming January 29th

TELEVISION ADVERTISING TODAY

A SPECIAL PI task force report documenting completely and with characteristic Printers' Ink thoroughness the first FIVE BIG YEARS of television as a major advertising force.

IN THIS report on TV to the largest audience of *buyers* of advertising reading any advertising publication existent, PI editors and contributors will cover television in six sections:

1. *Introduction*

Television 1949-1953—a general article which will be an analysis of current production and programming techniques and how they were developed. The advertiser's role as a showman.

2. *Statistics*

Growth charts on markets and sets; revenue and expenditures; production vs. time costs (in %); average cost (5 yrs.) for 10 program categories.

TV market maps listing national and regional networks, TV cities, TV stations both VHF and UHF, and their affiliations and the Bell TV lines networks.

3. *How advertisers use television*

Examples of how advertisers use programs and commercials, spot and network programs to sell products; results.

4. *Color television*

A brief analysis of the state of color television with some recommendations on how to prepare for it; do's and don'ts of production and planning.

5. *What prominent people say about television*

Comments by advertising, agency, television, government people.

6. *Special aspects*

There will be three articles dealing with special aspects of television written expressly for this feature by people prominent in television advertising. For example, one deals with film syndication—especially important to spot advertisers. Another deals with UHF—its status and potentialities. The third explains the value of color television as a brand new sales tool.

THIS REPORT will be especially valuable to you because it is appearing in Printers' Ink—the Voice of Authority in advertising and marketing. It follows others made to our readers recently on Newspaper Advertising Today, Magazine Advertising Today, etc. . . . covering every major medium. For our readers are interested in *all* media. *Television Advertising Today* will be read by advertisers everywhere and extensive use of reprints of this feature will be made.

THE IMPORTANT part of this job to you having something to sell to television advertisers and prospects is that you can get to prospects for television advertising while their thinking is in the formative stages—prospects that you don't know today but that can become your customers and clients tomorrow!

THIS IS your chance to uncover hot new prospects . . . just as they're coming to a boil!

GET TO these people first and get to them when their attention is turned to television by this most comprehensive and authoritative report from PI . . . the Voice of Authority in advertising and marketing. Use the coupon to order space today or to get full details. Advertising forms close January 19th—so you must act today to capitalize on this!

pi

for advertisers

Robert E. Kenyon, Jr., *Adv. Dir.*
PRINTERS' INK
205 E. 42nd St., New York 17, N. Y.

1. Send full information and rates ☐
2. Please reserve the following space for me in the January 29th issue in the report *Television Advertising Today:*

Company _____

Address _____

RADIO KING
carries more national spots than other two leading Seattle network stations combined*

Radio **KING** leads Network Station A by **102%** in Total National Spots

Radio **KING** leads Network Station B by **157%** in Total National Spots

RADIO KING also
wins with local spot advertisers*

Radio **KING** leads Network Station A by **59%** in Total Local Spots

Radio **KING** leads Network Station B by **68%** in Total Local Spots

**Based on independent monitoring of Seattle's top three network stations, week of October 25-31*

Radio KING *50,000 Watts • ABC Seattle* JOHN BLAIR & COMPANY *National Representatives*

LEADING NATIONAL AGENCIES

N. W. Ayer & Son, Inc., New York
Young & Rubicam, Inc., New York
Young & Rubicam, Inc., Chicago
Batten, Barton, Durstine & Osborn, Inc., New York
Batten, Barton, Durstine & Osborn, Inc., Detroit
Needham, Louis & Brorby, Inc., Chicago
John F. Murray Advertising, New York
Foote, Cone & Belding, Chicago
Foote, Cone & Belding, Los Angeles
Harvey-Massengale Co., Inc., Atlanta
Dancer-Fitzgerald-Sample, Inc., New York
Gardner Advertising Agency, St. Louis
Erwin, Wasey & Co., Inc., New York
Erwin, Wasey & Co., Inc., Los Angeles
Compton Advertising, Inc., New York
Campbell-Ewald Company, Detroit
Pollyea, Inc., Terre Haute, Indiana
The Biow Company, San Francisco
Street & Finney, Inc., New York
Sidney Garfield and Associates, San Francisco
Leo Burnett Co., Inc., Chicago
Doherty, Clifford, Steare & Shenfield, Inc., New York
H. B. Cohen Advertising Co., Inc., New York
Badger and Browning & Parcher, Inc., Boston
Ruthrauff & Ryan, Inc., New York
Sherman & Marquette, Inc., New York
Ted Bates & Co., New York
J. Walter Thompson Company, New York
Donahue & Coe, Inc., New York
Byron H. Brown & Staff, Los Angeles
The Nealey Associates, New York
Sullivan, Stauffer, Colwell & Bayles, Inc., New York
Cunningham & Walsh, Inc., New York
Storm & Klein, Inc., New York
Benton & Bowles, Inc., New York
Kastor, Farrell, Chesley & Clifford, New York
W. B. Doner & Co., Chicago
William Esty Co., Inc., New York
Lynn Baker, Inc., New York
Dan B. Miner Company, Los Angeles
Rockett-Lauritzen Company, Los Angeles
Campbell Mithun, Inc., Chicago
McCann-Erickson, Inc., Chicago
Raymond R. Morgan Company, Hollywood
Morse International, Inc., New York
Knollin Advertising Agency, San Francisco
Geyer Advertising, Inc., New York

PLACING THESE TOP ADVERTISERS

ALL Detergent
Anacin
Armour's Star Franks and Sausage
B. C. Headache Remedy
Bayer Aspirin
Bromo Quinine and 4-Way Cold Tablets
Carnation Evaporated Milk
Instant Chase & Sanborn Coffee
Chevrolet Trucks
Clabber Girl Baking Powder
Co-ets
Delrich Margarine
Dennison's Food Products
DeSoto Motor Cars
Doan's Pills
Vano Dura Starch
Durkee Margarine
Feen-a-mint and Chooz
"Key Word" Game
Glamorene Carpet Cleaner
Halo and Vel
Hills Bros. Coffee
Jack & Jill Cat Food
Swansdown Cake Mixes
Jello
Kool Cigarettes
Langendorf Bakery Products
Life Magazine
Lipton Soup
Liquid Lux
Manischewitz
Manning's Coffee
MGM Pictures
Minit-Rub
Musterole
Nash Automobiles
Men's Old Spice
Pall Mall Cigarettes
Cosmetics, Perfumes and Tintex
Pepto-Bismol
Doctor Pierce's Golden Medical Discovery
Prestone
Purex Liquid Bleach
Puss-n Boots Cat Food
Bu-tay Raindrops
Skippy Pet Food
Snowy Bleach
SOS Magic Scouring Pads
Thoro Feel and Kal Kan
Va-tra-nol, Vaporub, Vick's Cough Syrup
Wildroot Cream-Oil

BROADCASTING TELECASTING

January 4, 1954 Vol. 46, No. 1

UHF FARES ON PAR WITH VHF IN ONE STATION AREAS—FCC

Commission's first report on post-freeze television stations shows that those ultra-high outlets which don't have competition are doing as well as the very-highs in similar situations. The unanswered question: What happens when there is vhf competition?

POST-FREEZE uhf television stations—particularly those which are the only outlets in their markets and are at least 50 miles from existing vhf service—are doing as well as vhf in revenue and network programs.

How uhf fares in pre-freeze vhf areas, or succeeds after vhf is introduced in its area, is still undetermined.

In brief, that is the substance of FCC's first study of the progress of 101 post-freeze vhf and uhf stations operating but a few months as of Aug. 1, 1953 [CLOSED CIRCUIT, Dec. 21].

According to the report, made public by the Commission last week, the success of all stations which were authorized since lifting of the freeze and which went on the air by Aug. 1, 1953, appears to depend generally upon (1) the size of the market and (2) the age of the station. This is true for both vhf and uhf.

Uhf's Two Yardsticks

For uhf, however, success also appears to hinge directly upon two additional factors, the report shows. These are: (1) distance from existing vhf stations and (2) uhf set saturation.

These latter factors affecting uhf success, about which the report does not have much data because of timing, are considered by both Commission and industry observers to require further study. The initial report could not include this information in detail because there were not enough uhf stations operating in pre-freeze vhf—or post-freeze vhf—areas as of Aug. 1.

Comr. Frieda B. Hennock expressed her concern over the problem in a separate opinion attached to the report. She noted the report covers only two uhf stations in pre-thaw vhf areas while there are 23 such cases today.

Warning about the report's limitations, Comr. Hennock cautioned its use and urged a further, up-to-date study.

The study, compiled under the supervision of Hyman H. Goldin, assistant chief accountant in charge of the FCC Economics Div., was ordered by the Commission in September to get the facts on post-freeze progress, especially uhf and network affiliation practices [B•T, Sept. 28]. In brief, FCC wanted to find out if the hard-luck stories of certain post-thaw uhf grantees were typical of uhf as a whole.

The study covers the period from April 1952 (final reallocation and lifting of the freeze) to Aug. 1, 1953, and is based on questionnaires sent the 101 post-thaw stations on the air as of the latter date. Replies were received from 83 of the 101, 42 from vhf and 41 from uhf outlets. Average was on the air only 4.9 months.

Information also was obtained from the four tv networks on stations carrying programs (34 of the 41 uhf and 35 of the 42 vhf) and the amount of compensation paid.

In addition, at FCC's request, the Radio-Electronics-Television Mfrs. Assn. supplied uhf production figures up through Aug. 31 showing a million uhf-equipped sets and 700,000 uhf tuners and converters had been shipped to distributors and dealers. An additional 700,000 uhf-equipped sets and converters were in factory inventory for a total of 2.4 million units.

Of the 83 reporting stations (42 vhf, 41 uhf), the report shows, 16 stations (8 vhf, 8 uhf) reported overall profitable operations to date.

Of the 67 stations reporting an overall loss from operations to date, 20 stations (12 vhf, 8 uhf) reported a profit during one or more months of their operation and 15 stations (7 vhf, 8 uhf) were approaching a break-even point on a monthly basis. The report says data submitted by the remaining 32 stations (15 vhf, 17 uhf) indicated continuing substantial losses in each month of operation. See Table 1.

The eight profitable vhf stations, FCC says, had average monthly revenues of $26,600, average monthly expenses of $20,400 and an average monthly profit of $6,200. For the eight profitable uhf stations, the comparable figures were $26,400 monthly revenues, $20,300 monthly expenses and $6,100 average profit.

The report points out that among the unprofitable stations, average monthly loss of stations with a profit in at least one month of their operation was $3,900 for 12 vhf stations and $2,600 for eight uhf stations. For those approaching a break-even point on a monthly basis, the average monthly loss was $2,100 for seven vhf stations and $4,700 for eight uhf outlets.

The Ones Who Lose

For stations with continuing "substantial" monthly losses, the average monthly loss was $12,700 for 15 vhf stations and $14,700 for 17 uhf stations.

The age of the average profitable station was 8.6 months in the case of vhf and 6.8 months for uhf. Average age for stations in the other groups ranged from 3.5 to 5.8 months, according to findings. See tables 2 and 3.

The average reporting station had been on the air 4.9 months at the time of its report to FCC, the study shows. Vhf outlets had an average of 5.3 months and uhf 4.6 months. Of 31 stations on the air more than six months, 11, or nearly one-third, reported an overall profit. Five stations of the 52 outlets in operation six months or less also were profitable overall.

"Combining the profitable stations with those achieving a profit in at least one month of their operation," FCC says, "it appears that 58% of the stations over six months in age were in these two groups as compared to 35% of the stations in operation six months or less. No substantial differences are apparent between vhf and uhf stations when compared by age of station." See Table 4.

"Stations in the larger-sized markets generally fared better than those in the smaller cities," the report asserts. "Thus, while 5 out of 14, or 36% of the stations in markets over 300,000, were profitable overall, 7 of the 37 (19%) stations in markets of 100,000-300,000 and 4 out of 32 (12.5%) in markets below 100,000 were in that category."

All eight of the profitable uhf stations were in markets over 100,000 while the eight profitable vhf operations were evenly divided be-

Table 1

SUMMARY OF PROFIT STATUS OF POST-FREEZE TV STATIONS

	VHF	UHF	Total
A. Total Post-Freeze Tv Stations (in operation on Aug. 1, 1953)	50	51	101
B. Total Stations Reporting	42	41	83
C. Number Reporting Profit from total operations to date [1]	8	8	16
D. Number Reporting Losses from total operations to date:			
1. But reaching profit status on monthly basis during one or more months of operation	12	8	20
2. But approaching break-even point on monthly basis	7	8	15
3. With continuing substantial losses in each month	15	17	32

[1] "To date" refers to either August 31 or September 30, 1953, depending upon which was the last month included in the report by the station.

* * *

Table 2

AVERAGE MONTHLY REVENUES AND EXPENSES OF POST-FREEZE TV STATIONS

Group	No. of Stations	Avg. Months In Operation	Avg. Monthly Revenue, Expenses & Profit
Profitable from Total Operations to date:			
VHF	8	8.6	Rev.: $26,600 Exp.: 20,400 Prof.: 6,200
UHF	8	6.8	Rev.: 26,400 Exp.: 20,300 Prof.: 6,100
Overall Loss but Profitable in one or More Months:			
VHF	12	5.5	Rev.: 26,000 Exp.: 29,900 Prof.: (3,900)
UHF	8	5.8	Rev.: 16,800 Exp.: 19,400 Prof.: (2,600)
Overall Loss but Approaching Break-even Point on Monthly Basis:			
VHF	7	3.5	Rev.: 11,300 Exp.: 13,400 Prof.: (2,100)
UHF	8	4.6	Rev.: 17,600 Exp.: 22,300 Prof.: (4,700)
Overall Loss with Continuing Substantial Monthly Losses:			
VHF	15	5.4	Rev.: 16,500 Exp.: 29,200 Prof.: (12,700)
UHF	17	5.1	Rev.: 9,400 Exp.: 24,100 Prof.: (14,700)

( ) Denotes loss.

Table 3

Age of Reporting Stations [1]	Number of Stations UHF	VHF	Total
3 months or less	12	13	25
4-6 months	16	11	27
7-9 months	11	14	25
10 months and over	2	4	6
Total	41	42	83
Median Age in Months	4.6	5.3	4.9

[1] Age of station is defined as the number of months the station was in operation as of August 31 or September 30, 1953, depending on which was the last month included in its report.

* * *

Table 4

Station Grouping	Age of Station 6 Mos. & Under VHF	UHF	Over 6 Mos. VHF	UHF	Total
Profitable Overall	1	4	7	4	16
Overall Loss but Profitable During One or More Months	8	5	4	3	20
Overall Loss but Near Break - Even Point Monthly	6	7	1	1	15
Overall Loss with Continuing Substantial Monthly Losses	9	12	6	5	32
Total	24	28	18	13	83

* * *

Table 5

Station Grouping	Population of Community Under 100,000	100,000-300,000	300,000 and Over	Total
Profitable Overall	4 vhf .. uhf	3 vhf 4 uhf	1 vhf 4 uhf	8 vhf 8 uhf
Overall Loss but Profitable During One or More Months	5 vhf 3 uhf	6 vhf 4 uhf	1 vhf 1 uhf	12 vhf 8 uhf
Overall Loss but Near Break - Point Monthly	6 vhf 3 uhf	1 vhf 5 uhf	.. vhf .. uhf	7 vhf 8 uhf
Overall Loss with Continuing Subtantial Monthly Losses	9 vhf 2 uhf	5 vhf 9 uhf	1 vhf 6 uhf	15 vhf 17 uhf
Total	24 vhf 8 uhf	15 vhf 22 uhf	3 vhf 11 uhf	42 vhf 41 uhf

* * *

tween markets over and under 100,000. Of the 41 reporting uhf outlets, 33 (80%) were in markets above 100,000 as compared to 18 (43%) of the reporting vhf stations. See Table 5.

Network reports, FCC states, showed that "one or more commercial programs were carried by 34 of the 41 uhf stations and by 35 of the 42 vhf stations. Five uhf stations received commercial programs from all four networks; six received programs from three; 14 from two, and nine from a single network. Approximately the same number of vhf stations were in each of these categories."

Commercial Shows

The study points out that "commercial programs of the ABC network were carried by 16 vhf stations and 9 uhf stations; of CBS, by 24 vhf and 24 uhf stations; of DuMont, by 16 vhf and 20 uhf; of NBC, by 23 vhf and 25 uhf." See Table 6.

Network compensation received by the average station in operation less than six months was $3,700 for vhf stations and $8,200 for uhf stations for the period Jan. 1-Aug. 31. For stations on the air more than six months, the average network compensation during the same period was $40,000 in the case of vhf stations and $30,000 for uhf. See Table 7.

"Network compensation of the average station was 13% of its total revenue," according to the FCC report. "For the average vhf station, this figure was 10% while for the average uhf station it was 15%." See Table 8.

All eight of the profitable uhf stations "were in cities located at least 50 miles from the nearest operating vhf station," the study finds. "Of the unprofitable uhf stations which were either profitable in one or more months or near the break-even point on a monthly basis, at least half were located 50 or more miles from the nearest vhf station. Of the 10 unprofitable uhf stations with continuing substantial monthly losses, nine were in cities which were located within 50 miles of two or more vhf stations." See Table 9.

FCC found that as of October 1953 set saturation in the majority of the uhf markets was below 25% and no uhf market had more than 50% saturation.

"Of the eight profitable uhf stations, four had set saturation between 25-50%, two had less than 25% and information on the remaining two was unavailable," FCC reports. See Table 10.

In evaluating results of the survey, FCC warns, consideration must be given to such

* * *

Table 6

Network Commercial Programs:	Number of Stations VHF	UHF	Total
Carried	35	34	69
Not Carried	7	7	14
Total	42	41	83
Commercial Programs Received From:	**Number of Stations VHF**	**UHF**	**Total**
Four Networks	4	5	9
Three Networks	8	6	14
Two Networks	13	14	27
One Network	10	9	19
Total	35	34	69
Commercial Programs Of:	**No. of Station Carrying VHF**	**UHF**	
ABC	16	9	
CBS	24	24	
DuMont	16	20	
NBC	23	25	

* * *

Table 7

Age of Station:	Average Network Compensation Received Per Station [1] VHF	UHF
6 Months or Less	$ 3,700 (18)	$ 8,200 (21)
More than 6 Months	40,000 (17)	30,000 (13)

(Figures in parentheses represent the number of stations in each group.)

[1] During period January 1-August 31, 1953.

63 PRE-FREEZE AREAS 'CRITICAL' FOR UHF

H. H. Goldin of the FCC says these markets, where vhf set saturation is 80% or better, present the greatest problems for uhf.

CRITICAL areas for uhf tv are the 63 pre-freeze tv markets in which vhf set saturation is 80% or better, H. H. Goldin, FCC assistant chief accountant in charge of the economics division, told the Wednesday panel at the American Economic Assn. convention in Washington, D. C.

About the Same

In other areas, uhf, by and large, is doing about the same as post-freeze vhf stations, Mr. Goldin explained.

Root of uhf's problems is two-fold, he said: (1) need for greater power, so as to be able to offer coverage equal to that of a vhf station, and (2) overcoming "incompatibility" of existing vhf receivers to uhf signals.

The panel also heard Dr. R. H. Coase, U. of Buffalo professor of economics, and formerly of the London School of Economics and author of *British Broadcasting* published by the Harvard U. Press in 1950, on the growth and present status of television in the British Isles.

Dr. Coase foresaw the present Conservative government in Britain coming forth with a revised plan for commercial tv, following its recent victory in getting the principle accepted by both houses of Parliament [B•T, Dec. 14, 1953].

In referring to the FCC's position that it cannot take into account the economics of broadcasting in determining where channels should be assigned and who should be licensed, Mr. Goldin, who holds a Ph. D degree from Harvard U. in economics, had this to say:

But, while the FCC may not intervene to protect an individual station against fair competition or against the impact of normal market forces, the Commission does have a responsibility under the Communications Act for the overall development of the radio services. Thus, the FCC has undertaken an investigation of the experience of the post-freeze stations to determine whether some new steps need be taken by the Commission to assist in the fullest implementation of its allocation plan. Or, stated another way, since broadcasting is a regulated industry the FCC partly determines the economic context in which stations operate, and if it appears that a large number of stations will fail and that this will seriously impinge on public interest, the Commission undoubtedly would consider the adoption of appropriate overall measures to aid uhf. . . ."

In discussing tv, Mr. Goldin pointed out that applications for cities of 10,000 or less population numbered only 11—1% of the total number of the channels available. He also compared the minimum average costs of construction of a radio station ($50,000) and of a tv station ($200-250,000) to indicate why there probably would not be the same number of tv stations as there are aural broadcasters (2,600).

Mr. Goldin pointed to a 1951 FCC study to show the sources of revenue for broadcasting: There are 475 communities with radio stations whose income was reported as $100,000 or more, while there were 715 communities with radio stations whose income was reported as less than $80,000.

The Major Interests

In discussing the monopoly issue, Mr. Goldin said that in 1951 the three largest interests in am radio (NBC, CBS and ABC) accounted for 17.4% of the total net time sales for that year. He also indicated that in the same year 70 groups had majority or minority interests in more than one radio facility. From a program point of view, he indicated that the four networks accounted for 50% of the program content on affiliated stations (which comprised 50% of all radio stations and all of the then operating tv stations). This proportion rose to 75% during the hours 6-11 p.m., he said.

In other statistics, Mr. Goldin pointed out that 25% of the radio stations in the country are owned (either through majority or minority interests) by newspapers or magazines. He also stated that fm-only interests comprised only 15% of the total fm stations.

matters as the fact that the 101 stations quizzed represent less than one-fourth of the total post-freeze grants to date and represent less than one-half of the total number of stations now on the air.

FCC also notes that "the great bulk of the stations were the only operating stations in their community during the period studied" and points out that "as more stations go on the air, there will be an increasing number of two- and three-station communities, thus changing the competitive conditions under which the stations are operating."

Further on this point, the report states that "only two of the uhf stations included in the survey were located in markets where pre-freeze vhf stations were in operation whereas a total of 73 uhf stations have been authorized in such markets."

Citing the average station was in operation only about five months, FCC explains the reporting period generally was April through August or September, which includes the summer months "when business is normally below other months of the year."

* * *

Table 8

Percentage that Network Compensation is to the Station's Total Revenues: [1]	Number of Stations VHF	UHF	Total
1% - 9%	17	12	29
10% - 19%	12	11	23
20% - 29%	3	7	10
30% and over	3	4	7
Total	35	34	69
Median	10%	15%	13%

[1] During period January 1 - August 31, 1953

* * *

Table 9

Station Groupings	UHF Stations Only — No. of VHF Stations Within 50 Miles of UHF City: None	One	Two or More	Total UHF Stations
Profitable Overall	8	..	..	8
Overall Loss but Profitable During One or More Months	5	3	..	8
Overall Loss but Near Break-even Point Monthly	4	3	1	8
Overall Loss with Continuing Substantial Monthly Losses	6	2	9	17
Total	23	8	10	41

* * *

RETMA Totals

FCC states RETMA reported that during the period Jan. 1-Aug. 31 a total of 124 vhf and 108 uhf transmitters were manufactured, the vhf units ranging up to 50 kw and the uhf up to 12 kw. The bulk of the vhf transmitters were in the category of 10 kw or less while most uhf transmitters were rated at 1 kw.

"The major transmitter manufacturers indicated that uhf transmitters of 50 kw rated power are not expected to be in commercial production until late 1955 or early 1956," the report says.

RETMA reported that a total of 2.4 million receivers or tuners for uhf had been produced up to Aug. 31 and during the same period a total of 1.4 million strips were made for insertion in uhf-equipped sets to provide for the reception of the specific uhf channels available to the set owner.

RETMA pointed out, however, FCC states, "that the figures reported do not include 'information on the conversion or adaption of vhf sets to uhf reception in the field' for the reason that it has been so scattered as to be almost impossible to assemble accurate data."

Uhf-Equipped Sets

Monthly reports on receivers production published by RETMA, FCC says, indicate that uhf-equipped sets constituted 15% of all sets manufactured in the period January-July 1953. In subsequent months the percentage of uhf sets to total production increased as follows: August, 17.3%; September, 25.1%; October, 29.8%, and November, 35%.

Maury Long New B•T Vice President-General Manager; Sellers Southern Sales Manager

PROMOTION of Maury Long, business manager of BROADCASTING • TELECASTING, to the newly created position of vice president and general manager was announced last week by Sol Taishoff, president of BROADCASTING PUBLICATIONS INC., and editor and publisher of the newsweekly.

Mr. Long, 42, has been business manager of B•T since 1945, having joined the organization initially as YEARBOOK researcher. He completes 20 years on the magazine next July, having successively served as advertising representative, advertising manager and business manager following his editorial apprenticeship. He will continue to headquarter in Washington, but will supervise the business and sales activities of the publication's bureaus in New York, Chicago, Los Angeles and Toronto, as well as at Washington headquarters.

Mr. Long

Simultaneously, announcement was made of the appointment of Edward L. Sellers, formerly with NARTB and afterward with Carl Byoir & Associates, as southern sales manager. Mr. Sellers will travel out of Washington headquarters. He joined the B•T sales staff last October, upon leaving the Byoir organization.

Mr. Sellers

Promotion of three editorial staff members to assistant editors also was announced. David W. Berlyn, who became a staff reporter in 1949; Harold C. Hopkins, who joined B•T in 1952 and Donald V. West, who became a staff member last March, were elevated to the new positions, under Art King, managing editor, and Edwin H. James, senior editor.

Mr. Long was born in St. Paul Oct. 9, 1911. He received his elementary education at Fargo, N. D., and attended Northwestern U. from 1929 until 1931 when he entered U. of North Carolina, graduating in 1933 with a B. S. in Commerce. While attending high school in Fargo, he was on the reportorial staff of the *Fargo Forum* (affiliated in ownership with WDAY). Before joining B•T, Mr. Long was supervisor of Rural Tax Delinquencies of the Agricultural Adjustment Administration in Washington, and afterward a project supervisor with the Public Works Administration.

Mrs. Long is the former Wylma Humphrey of Little Rock. Their son, Allen, is a sophomore at U. of North Carolina.

Mr. Sellers, 39, was born in Baltimore, but was educated in Virginia. He attended high school in Roanoke, and graduated from Roanoke College with an A. B. degree and completed a post-graduate year in journalism at Washington & Lee. Following service with the Marine Corps as a flight instructor during World War II, Mr. Sellers worked with Norfolk & Western Railway (advertising-public relations); Capital Airlines (manager of news bureau); FM Association, as executive director, and subsequently with NARTB when the FM Assn. was absorbed, and with the Associated Press, as a feature writer for its radio wire.

The staff promotions were announced with the beginning of the new year and following the moving of B•T's headquarters in Washington from the National Press Building to the BROADCASTING•TELECASTING Building, Connecticut Ave., and DeSales just across from the Mayflower Hotel. The magazine had been housed in the Press Building from its start in 1931.

The B•T building of eight stories, also houses other radio and television operations. In addition to the magazine's executive, editorial, advertising and circulation offices, tenants include the Washington headquarters of CBS and ABC. Others include McKenna & Wilkinson; Fischer, Willis & Panzer, and Haley, Doty and Schellenberg, attorneys (occupancy about Feb.1); Jansky & Bailey Inc., consulting radio and television engineers (occupancy about Jan. 15), and Sinrod & Tash, certified public accountants.

Table 10

Station Groupings:	UHF Set Saturation [1] Under 25%	25-50%	50% and Over	Not Available	Total
Profitable Overall	2	4	..	2	8
Overall Loss but Profitable During One or More Months	5	3	..	..	8
Overall Loss but Near Break - even Point Monthly	4	4	..	..	8
Overall Loss with Continuing Substantial Monthly Losses	11	6	..	..	17
Total	22	17	..	2	41

[1] As of October 1953

'AFFAIR OF ROSES' BLOOMS IN N. Y.

Creditors meeting held after Garden Guild of America fails to deliver rose bushes to listeners. Ned Smith of Smith, Hagel & Snyder says the agency is 'liable for our debts and we intend to take care of them.'

AN "affair of the roses" bloomed in New York last week.

At a creditors meeting stemming from nondelivery of rose bushes ordered by listeners to a Garden Guild of America radio spot announcement campaign, President Ned Smith of Smith, Hagel & Snyder, New York, agency handling the account at the time, gave assurances that as an agency "we are fully liable for our debts and we intend to take care of them."

The agency head said his assurances extended to the payment of some 50 radio stations reportedly not yet reimbursed for time used in the campaign. They were offered at a meeting held Tuesday in New York between SH&S executives and about a dozen station representatives.

Harold Olsen, assistant credit manager of CBS, and Joseph Burg of American Newspaper Publishers Assn., the latter said to be acting on behalf of two newspapers and in the interests of ANPA members' stations involved, were named co-chairmen of a creditors' committee to survey the situation and make recommendations to creditors.

Committee Members

The creditors' committee also consists of H. D. Neuwirth of Headley-Reed, Harry S. Kirwan, Crosley Broadcasting Co., and Robert Foselt, Free & Peters. The committee is slated to meet tomorrow (Tuesday) to seek a solution in the best interests of all creditors, according to spokesmen.

A personal letter was to be sent last week by the guild to all customers whose climate prevents planting now, giving them the choice of waiting until March for the bushes, or a refund. To all others, it was said, the rose bushes were sent last week.

John Southwell, former vice president of the agency and also president of the Garden Guild, personally signed the letters. He, too, has promised to pay the agency so that they in turn can pay the stations for time used during the '53 fall campaign, which started late in August and ran through November, agency officials reported.

Mr. Southwell has discontinued his connection with the agency but said he will continue the Garden Guild, transferring headquarters from St. Louis to New York. The guild account was resigned by SH&S three weeks ago, and Mr. Southwell said he would appoint a new agency this week.

Within 60 days, and certainly within 90, he said, stations owed money by the guild will be paid. He estimated the number at 31.

Mr. Southwell did not appear Tuesday morning at a St. Louis hearing before the U. S. Commissioner, being represented by counsel. He was charged with using the mails to defraud.

According to St. Louis authorities, Mr. Southwell was arrested a fortnight ago at request of a federal attorney and the Post Office Dept. Postal inspectors, it was indicated, had received hundreds of complaints from people who failed to receive roses or were not satisfied with the product received. These complaints included charges that refund checks were not good.

The roses were supplied by a nursery in Tyler, Tex., it was stated by postal officials, with the nursery complaining the guild was behind in its payments.

Next move by federal officials, it was indicated, may be an opportunity for Mr. Southwell to plead, with grand jury action being considered.

BBDO Sees Need of More Research on Tv Color Film

VIEW that "there still remains quite a bit of research and experimentation before color film on tv will be completely acceptable" was expressed by BBDO in announcing plans of its screen department to stage a special screening of tv color film in New York Jan. 14. Included will be showing of a special 16mm reduction reel of footage made in Technicolor optical prints in Hollywood and Kodachrome reverse prints in New York.

Van Merritt Tests Radio

VAN MERRITT BREWING Co., Burlington, Wis., is testing radio on a Chicago station as part of a proposed advertising campaign, according to Samuel Glueck, account executive of Bozell & Jacobs, Chicago. The agency has a list of good availabilities to submit to the client, he added, noting that plans to expand distribution are being considered.

Mr. Glueck said a project distribution plan under which stations would aid in selection of distributors and be paid on a sales volume basis had been discarded. The plan was first suggested in a December letter sent to a number of broadcast stations. He added that the idea had been abandoned as too complicated.

$100,000 Faith in Radio

THE SALES POWER of local radio was acclaimed last week by Buddy Lee, owner of clothing stores in Manhattan and Brooklyn, as he signed for approximately $100,000 worth of additional time on WMGM New York, 50 kw independent outlet.

"Radio's importance as a sales medium hasn't diminished one bit in this great metropolis," he said. "All of us at the Buddy Lee stores feel that most people can no more get along without radio than they can do without clothes or other everyday essentials. We have been regular users of radio time on WMGM and . . . have made a splendid sales impression on the listening audience. We are certain that the new and concentrated campaign of ours on the WMGM *Winter Sports* program cannot help but bring many new and satisfied customers into the Buddy Lee stores."

The contract, negotiated by Station Director Bertram Lebhar Jr., calls for Buddy Lee participations, totaling more than 1,500 spots, in WMGM broadcasts of New York Rangers hockey games, college basketball games, plus four sports news series in the spring.

Agency for Buddy Lee is Henry Bach Assoc., New York.

Cards' '54 Network Planned; Four Purchase Cubs' Baseball

ST. LOUIS Cardinals Baseball Club last week was moving ahead with plans for regional radio network coverage of their 1954 home and road games under sponsorship of its owner, Anheuser-Busch Inc.

Anheuser-Busch (Budweiser), through D'Arcy Adv. Co., St. Louis, has taken options on stations in about 19 states, but has released no station list as yet, pending approval by other teams and the outcome of the recent major and minor league meetings. Regional network may comprise between 100 and 200 outlets [B•T, Dec. 7, 1953].

Meanwhile, it was learned that the four advertisers who will sponsor all Chicago White Sox games through WCFL Chicago for a regional network of perhaps some 30 stations also have contracted broadcasts of Chicago Cubs contests, with WIND Chicago as originating outlet. Sponsors are Sinclair Refining Co. through Morey, Humm & Johnstone; General Cigar Co. through Young & Rubicam; General Finance through Gordon Best Co., and Coca-Cola through D'Arcy.

GLAMORENE PLANS INCLUDE RADIO-TV

GLAMORENE INC., New York, has designated a total of $1 million for its 1954 advertising campaign, the largest in the company's history, Clayton Hulsh, president of the firm, announced last week.

The campaign will include tie-in magazine advertising with newspaper promotions on a local level. Plans are being extended to back up each market with concentrated radio and tv spots. The starting date for the barrage of spots is February through the newly-appointed agency, Hicks & Greist, New York.

"The purpose behind this new vigorous advertising campaign is to leave no stone unturned in reaching the 25 million homemakers who have yet to try Glamorene products," Mr. Hulsh pointed out.

Geyer Agency Promotes Four

GEYER Inc., New York advertising agency, last week announced four staff promotions: John Geyer, assistant secretary and director, was named assistant general manager; John Henry, transferred to the Detroit office to be account executive on the Nash account; Anthony La Salla, assistant general manager, to assist Sam Ballard in supervising the Nash account in the New York office, and Leslie Van Cleve, in charge of office personnel, was appointed New York office manager.

NEW BUSINESS

Liggett & Myers Tobacco Co. (Chesterfields) renews *Les Griffith and the News* over full ABC Radio network (Mon.-Fri., 7:55-8 p.m. EST), effective today (Mon.) for 52 weeks. Agency: Cunningham & Walsh, N. Y.

Mutual Benefit, Health & Accident Assn. of Omaha has ordered three participations a week for 13 weeks, beginning Jan. 25 on NBC-TV's *Today* (Mon.-Fri., 7-9 a.m. EST). Agency: Bozell & Jacobs, Omaha. **Amino Products Div.** of the International Minerals & Chemical Corp.,

WFBR Baltimore was host at a supper meeting for 160 Esso dealers and their wives to start off Esso Standard Oil Co.'s schedule of 24 newscasts a week on the station. Attending were (l to r): G. O. Ulhman, head of the Esso Publications Group, New York; Judd Dimling, Esso district sales manager; Jack Powers, radio-tv department manager, Marschalk & Pratt; Robert B. Jones Jr., WFBR vice president-general manager; William S. Pirie Jr., WFBR sales director; William Farlie, Esso district merchandising manager, and Robert S. Maslin Jr., WFBR secretary and vice president for promotion, advertising and merchandising.

Chicago, has ordered 26 participations on same show, beginning after Jan. 1. Agency: BBDO.

S.O.S. Co., Chicago (scouring pads), has purchased one participation per week for 52 weeks on *Today* (NBC-TV, Mon.-Fri., 7-9 a.m. EST), starting Jan. 7; seven-and-one-half-minute segment of alternate Wednesday, 3:15-3:30 p.m. EST, period of *Kate Smith Show* (NBC-TV, Mon.-Fri., 3-4 p.m. EST) for 52 weeks, starting Jan. 13; and alternate Monday of *Hawkins Falls* (NBC-TV, Mon.-Fri., 11-11:15 a.m. EST) for 52 weeks, starting Jan. 4. Agency: McCann-Erickson, S. F.

Van Camp Sea Food Co., Terminal Island, Calif., signed as alternate-week sponsor of *Edgar Bergen-Charlie McCarthy Show*, CBS Radio (Sun., 9:30-10 p.m. EST), effective Jan. 10. Agency: Brisacher, Wheeler & Staff, S. F. Other sponsor is **Consolidated Cosmetics.**

Carter Products Inc., N. Y., will resume sponsorship of *City Hospital* (CBS Radio, Sat., 1-1:30 p.m. EST), starting Jan. 9. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y.

Procter & Gamble Co., Cincinnati, starts *The Brighter Day* series over CBS-TV (Mon.-Fri., 1-1:15 p.m. EST) on Jan. 4. Compton Adv., N. Y., billing agency; Young & Rubicam, N. Y., producer.

Stewart-Warner Corp., Chicago (Alemite and CD-W), renews *John Cameron Swayze—News* (NBC Radio, Tues., Thurs. and Fri., 9-9:35 p.m. EST) for 13 weeks, starting Jan. 19. Agency: MacFarland Aveyard & Co., Chicago.

DuMont Television Network's *Colonel Humphrey Flack* show to switch to Sat., 10-10:30 p.m. EST, period, starting Jan. 2 in move that will enable at least 14 new stations to receive program in addition to present 37. Program is co-sponsored by **American Chicle Co.** (Clorets and Dentyne), through Dancer-Fitzgerald-Sample, N. Y., and **Allen B. DuMont Labs** (Telesets), through Campbell-Ewald, Detroit.

Faith for Today Inc., Forest Hills, N. Y., renews *Faith for Today* (ABC-TV, Sun., 12:30-1 p.m. EST), starting Jan. 3. Agency: Rockhill Co., N. Y.

CBS-TV's *Garry Moore Show* (Mon.-Fri., 1:30-2 p.m. EST), completely sold out, will be expanded starting this Thursday, to include two additional half-hour periods on Tuesday and Thursday when program will be carried from 1:30-2:30 p.m. EST. **Seeman Brothers** (Airwick) will sponsor Thurs., 2-2:15 p.m. EST, period, through William H. Weintraub & Co., N. Y. Absorption of Tuesday and Thursday periods resulted in shifting *I'll Buy That* to new time (Fri., 11-11:30 a.m. EST), which started Dec. 25.

Assemblies of God, Springfield, Mo., will sponsor *Revival Time* over ABC Radio (Sun., 10:30-11 p.m. EST). Agency: Walter F. Bennett & Co., Chicago.

Safeco Auto & Fire Insurance Co. of America, Seattle, renews *Edward R. Murrow News* on 22 CPRN stations (Tues., Thurs., 5-5:15 p.m. PST) for 26 weeks from Dec. 22. Agency: MacWilkins, Cole & Weber, Seattle.

Van Munching & Co. (Heineken's Holland beer) extends its advertising budget to include tv participation with tv being used in Miami area. Agency: Hershon-Garfield, N. Y.

Mutual Benefit Health & Accident Assn. of Omaha will shift its *On the Line* radio program, featuring Bob Considine, from NBC to MBS (Sun., 6:30-6:45 p.m. EST), starting Jan. 24. Agency: Bozell & Jacobs, Omaha.

Supercola (soft drink) expanding its radio and television schedule to include West Coast, using six tv markets and 14 radio markets, effective early in January for 52 weeks. Agency: Ted Bates Inc., N. Y.

Bantam Books, N. Y., planning radio campaign to promote books in January in 10 top metropolitan areas. Firm will use *Housewives' Protective League* on CBS Radio wherever possible. Agency: Al Paul Lefton, N. Y.

International Appliance Corp. Div. of Bridgeport Press Steel Corp. (Broil-King products) names Richard I. Hirsch ad agency to handle account. Firm using tv film series *Craig Kennedy Criminologist* on WGN-TV Chicago, selected as test market.

SPOT

Metro-Goldwyn-Mayer Pictures, Culver City, Calif., used intensive one-week saturation spot announcement campaign in L. A. area to publicize theatrical film, "Knights of the Round Table," of 90 twenty-second and one-minute spots on two tv stations and 150 half-minute and one-minute spots on three am stations, from Dec. 19. Agency: Donahue & Coe, N. Y.

General Electric Co. (tv receivers) preparing saturation radio spot announcement campaign starting Jan. 18 on more than 125 stations in markets where new television stations are opening up. Agency: Maxon Inc., N. Y.

Modglin Co., L. A. (plastic household products), in mid-January starts an 18-week tv spot announcement campaign in 23 markets. Agency: Roy S. Durstine Inc., that city.

AGENCY APPOINTMENTS

Cinerama Theatres of Calif. Inc., L. A., ("Cinerama" 3-D feature), names Mort Goodman Advertising, Beverly Hills. Intensive radio spot announcement campaign, with 63 to 75 a week on from 3 to 5 local stations, to promote theatrical showing of "Cinerama" in Hollywood, is slated for 4 weeks or more, starting today (Jan. 4). **Florie Field** is account executive.

American Safety Razor Corp., N. Y. (Gem Blades and Razors), appoints McCann-Erickson Inc., N. Y., effective Jan. 1.

KTHE (TV) Los Angeles, U.S.C. uhf educational station, appoints West-Marquis Inc., same city, to assist in publicity and promotion. **Lee M. Smith** is account executive.

B. T. Babbitt Inc. names Robert Otto & Co., international advertising agency, to handle advertising for Babbitt's cleanser, Glim and Red Devil in export markets throughout the world, effective immediately.

Rootes Motors (Canada) **Ltd.,** Toronto (British automobiles) appoints Erwin, Wasey of Canada Ltd. to handle all Canadian advertising. Same agency's offices in London and Paris to handle part of account.

Wizard Mfg. Co., North Hollywood (radio controlled garage doors), names Walter McCreery Inc., Beverly Hills. Tv will be used.

Smart & Final Iris Co., L. A. (Smart and Final, Iris brands food products), appoints Stromberger, LaVene, McKenzie, same city. **Norval LaVene** is account executive.

Zastrow-Goetten Co., L. A., (Apex Hour-Saving Appliance distributor for Southern California) names Beckman, Hamilton and Associates, same city. Tv and radio will be used. **Milton J. Beckman** is account executive.

Vic Tanny Gyms, L. A. (gymnasium chain), names Vignolle & Powell, same city. **Gus V. Vignolle** is account executive.

AGENCY SHORTS

Compton Adv., N. Y., resigned the Hubinger Co. Advertising Account, effective Jan. 1.

Carlo Vinti Adv., N. Y., has moved to new quarters at 551 Fifth Ave., on the 15th floor. Telephone number is MU. 2-9061.

Frank-Gold Agency, Beverly Hills (advertising and public relations), becomes Don Frank & Associates. **Mike Gold,** account executive, resigns.

AIR TOUR BRINGS NEW SALES TO UTP

APPROXIMATELY $500,000 in new business has been recorded by United Television Programs Inc. as a result of a new approach promoting *Royal Playhouse* and *Counterpoint* on a special combination basis.

Assignment of Dale Sheets from UTP's West Coast office to a 21-day air tour of 17 states was instigated, according to Wynn Nathan, sales manager, so as not to disturb current efforts by the distribution firm's sales force in behalf of other filmed products.

The concentrated promotion has resulted in purchases of the Bing Crosby Enterprises' packages by KTTV (TV) Hollywood, KPIX (TV) San Francisco, KUTV (TV) Salt Lake City, WBKB (TV) Chicago, WBNS-TV Columbus, Ohio, WBAL-TV Baltimore, WBZ-TV Boston and the six new stations comprising the recently-organized Rocky Mountain Network.

Aaron Beckwith, UTP vice president in charge of the New York office, reports contracts also have been signed with WABD (TV) New York and WXYZ-TV Detroit.

SHOOTING SCRIPT of new tv film series to be made for 1954 release by Television Producers Inc. in cooperation with the U. S. Marine Corps. is examined by Gen. Lemuel C. Shepherd Jr. (2d r), Marine Corps commandant, and (l to r) TP executives Henry Olmsted, Martin Jones and Gordon Knox.

Guild Films 1953 Sales At $2 Million—Kaufman

LISTING 1953 total billings of Guild Films Co., New York, at nearly $2 million, Reub Kaufman, president, predicted last week that total billings for 1954 would be approximately $5 million.

Organized by Mr. Kaufman as a production and distribution firm 14 months ago, Guild began operations with *The Liberace Show*. He said the program currently is carried on 151 tv stations throughout the U. S. and in Hawaii, Alaska, and Canada, and estimated total *Liberace* billings as of Dec. 30 at $1,093,000.

Other tv films produced by Guild were *Life With Elizabeth*, presented in 55 markets with billings of $385,000, and *Joe Palooka Story*, which has brought contracts totaling $117,000 in the one month since it was placed on the market. The firm also is distributing the *Guild Sports Library* and several quarter-hour programs and feature films, with billings estimated at $437,000.

Screen Gems Signs Young To Two-Fold Film Contract

SCREEN GEMS Inc. has signed actor Robert Young to a two-fold contract, under which he will make his tv film debut in "One in Every Family" for NBC-TV *Ford Theatre* and in April will star in a video film version of his NBC Radio *Father Knows Best* program.

Father Knows Best, besides Mr. Young, will utilize a completely different cast from the one heard on the weekly radio version.

A series of 26 half-hour programs is planned with Eugene Rodney, Mr. Young's partner in Cavalier Enterprises, to produce it in addition to the *Ford* film. The latter goes into production Jan. 16.

Safford Heads M-S Sales

McGEARY-SMITH Labs Inc., Washington, which processes film for television and industry, has announced appointment of O. D. (Jack) Safford as sales manager. Mr. Safford is former senior sales representative of American Airlines, that city, and has a total of eight years airline sales experience.

NBC Film Div. Makes 17 Canadian Tv Sales

NBC Film Division has completed 17 sales of its properties in the newly-developed Canadian tv markets, John B. Cron, national sales manager of the division, announced last week.

With RCA Victor Co. Ltd. serving as its distributor in Canada, the Division has sold *Victory At Sea* in three markets; hour-long *Hopalong Cassidy* and *Douglas Fairbanks Presents*, each in five; half-hour *Hopalong Cassidy* in one; *Watch The World* in one, and *Daily News Report* in two.

Mr. Cron pointed out that the Division has sold programs in foreign markets since 1952, with series having been sold in Mexico, Venezuela and Italy.

Pathe Labs Appointments

APPOINTMENTS of two executives to newly-created posts in its West Coast division have been announced by Pathe Labs. in anticipation of "great demand for color processing, both of theatrical and television motion pictures." Otis W. Murray, for two years vice president and general manager of Color Corp., manufacturers of Cinecolor motion picture film, has been named Pathe vice president in charge of west coast operations; James S. Burkett, Color Corp. vice president in charge of sales, was appointed sales manager of Pathe's West Coast Division.

Clark Joins ABC Film Unit

WILLIAM L. CLARK, formerly sales manager of WPIX (TV) New York, today (Monday) begins new duties as Western Manager of ABC Film Syndication, with offices in the ABC Television Center in Hollywood, George T. Shupert, vice president in charge of film syndication, announced today.

Mr. Clark previously was associated with Tenn-Timers Inc., program package firm, and with the sales staffs of ABC-TV, DuMont TV network and WPIX.

FILM SALES

DuMont Tv Film Sales, N. Y., announces sale of 1953-54 season of *Madison Square Garden* to Shell Oil Co. on KFBM-TV Indianapolis; Cincinnati *Times-Star* on WKRC-TV Cincinnati; the Finney Co. on KNOE-TV Monroe, La.; and Sinclair Oil on KMID-TV Midland, Tex. Producer is **Winik Films,** N. Y.

WGAL-TV Lancaster, Pa., has contracted for 89 two-reel silent slapstick comedies with **Louis Weiss & Co.,** Los Angeles, which will be shown on a one-run basis over a period of 62 weeks. **Eversharp Inc.,** Chicago, started weekly half-hour *Story Theatre* on KNBH (TV) Hollywood, for 26 weeks from Dec. 28. Series, produced by **Revue Productions** as *Chevron Theatre*, is in its third run. Agency is **Biow Co.,** N. Y.

Guild Films Co., N. Y., reported last week that KOMU-TV Columbia, Mo., has purchased the firm's *Life with Elizabeth*, *Liberace Show*, *Invitation Playhouse* and *The Joe Palooka Story* tv film series.

PRODUCTION

Ginger Rogers, Academy Award winning motion picture star, has been signed to headline a half-hour tv film series, packaged and produced by **John Guedel,** which will start sometime this year on CBS-TV for a firm 26-week deal. With a weekly budget of $37,000, each week a group of supporting actors from one of the 1,800-odd straw hat and little theatres will be flown to Hollywood after being rehearsed by Mr. Guedel's advance man in the script that is to be filmed. Miss Rogers will star in each week's program.

The Gibbs Agency, production and package firm, has completed negotiations with Street & Smith, publisher, for tv film rights to radio property *The Shadow*. Bill Tuttle, vice president in charge of new program development and sales, negotiated the deal. Company will start production immediately on a half-hour film version with the pilot scheduled to be shot in New York.

Keitz & Herndon, Dallas, announces following animated spot television commercials in pro-

duction: One for Maryland Club Coffee, three for the Frito Co., and three for Wichita Federal Savings & Loan Assn. Agencies: For Maryland Club Coffee, Tracy-Locke Co., Houston; Frito Co., Glenn Adv. Inc., Dallas; Witchita Federal Savings & Loan Assn., Wilson Adv., Tulsa.

Mavro Television Co., N. Y., to produce a series of 13 films of historic fights dating back to the 19th century. **Hy Turkin,** sportscaster, WPIX (TV) New York, has signed to write scripts and narrate series, which will be produced in New York.

Studio City Television Productions Inc., North Hollywood, is completing "The Dalton Gang," seventh half-hour film in *Outlaws of the Century* tv series. **Jim Davis** and **Mary Castle** head cast of each film, based on life of a famous outlaw. Already completed are: "Geronimo," "Johnny Ringo," "Frank and Jesse James," "Billy the Kid," "Quantrell and His Raiders," and "Belle Starr." **William Witney** directs for associate producer **Edward J. White.**

Video Pictures Inc., Hollywood, which has eliminated canned laugh track for *The Hank McCune Show,* is now incorporating adaptation of fairy tales in situation comedy film series. First one to be completed is *Jack and the Beanstalk,* in which comic, as a baby-sitter portrays "Jack" to keep his charges amused. Sets, designed by **Bob Haver,** are stylized abstractions.

DISTRIBUTION

Lux-Brill Productions Inc., N. Y., tv film packager, announced it is releasing a new filmed program, *The American Adventure,* which, the company said, embodies a new technique whereby two or three short industrial films are integrated into live production. The half-hour program is described as a documentary pointing up America's productive genius. According to **Dick Dubelman,** executive producer for the package, the series involves a cooperative arrangement under which manufacturers assist in the filming of highlights of their processes and Lux-Brill provides on-the-spot narration by **Kani Evans.** Mr. Dubelman said that the series is under consideration for sponsorship by several advertisers and noted that the cooperative arrangement will reduce the cost of sponsorship.

Alexander Film Co., Colorado Springs, announces release of new "package series" of tv film commercials featuring ice cream, designed to give local, national and regional sponsors economical, personalized film commercials containing all the advantages of special productions. Television packages are now available on beer, bread, dry cleaning, milk and ice cream and details can be obtained by writing to that company.

RANDOM SHOTS

Seawave Productions Inc., producer of dramatic films for network tv use, has been formed by **Bob Huber** and **Daryl Parks** of WKRC-TV Cincinnati. Production is scheduled to start early this month using the recently completed sound stage and facilities of **Film Associates Inc.,** Dayton.

Harris-Tuchman Productions, Hollywood, producers of tv film commercials, moves to 751 N. Highland Ave., that city. New facilities include a shooting stage with standing kitchen set. Telephone is York 7189.

FCC'S 1952 SCORE CREDITS BROADCASTERS WITH $794 MILLION, 15.7% OVER 1951

Final revenue tabulation shows: Radio $469.7 million, tv $324 million. Income: $116 million; radio $60 million, tv $56 million.

RADIO and television broadcasting industry revenue for 1952 totaled $793.9 million, 15.7% above that for 1951 when the total was $686.1 million, the FCC announced last week in releasing final financial tabulations based on reports to the agency by networks and stations. Final tv figures were released last August [B•T, Aug. 3, 1953].

The revised am-fm-tv industry total was accounted for by last week's final figures on ra showing that total radio revenue for 1952 was $469.7 million, a 4.3% rise over the 1951 figure of $450.4 million, but less than preliminary estimates submitted to FCC of $473.1 million for 1952 [B•T, May 4, 1953]. For comparison, tv, as shown by final figures last August, showed a 37.5% jump over 1951, going from $235.7 million to $324.2 million in 1952.

Final radio-tv industry income total for 1952 (before federal income tax) was $115.6 million, a 16.6% rise over 1951's $99.1 million. Radio's 1952 income was $60.1 million, a rise of 4.5% over the 1951 figure of $57.5 million. This compares with $55.5 million for tv in 1952, representing a 33.4% increase over the $41.6 million 1951 figure.

Industry Expenses in '52

This means industry expenses in 1952 amounted to $678.3 million, up 15.6% from $587 million in 1951. Radio's expenses in 1952 totaled $409.6 million, a 4.3% increase from the $392.9 million 1951 figure. Expenses in tv totaled $268.7 million in 1952 and $194.1 million in 1951, a 38.4% increase.

The FCC cautioned that some overhead radio-tv expenses undergone by networks, but not easily allocable to either medium, have been charged to radio and may affect the totals to this extent.

The FCC final am report showed the 2,355 am, am-fm or independent fm stations had revenue of $369.1 million in 1952, an increase of 6.6% over 1951 revenue of $346.4 million (2,241 stations).

The four nationwide networks and three regionals (including 25 network-owned stations) had 1952 revenues of $100.6 million, down 3.3% from the $104 million 1951 figure. The FCC totals are adjusted to account for revenues for three stations owned by networks only a part of 1952.

Final income figures show the 2,355 stations with $48.9 million, a 3.2% increase from the 1951 figure of $47.4 million.

Income for the four national networks and their o & o stations, plus the three regionals (Yankee, Don Lee and Texas State), totaled $11.2 million—a 10.9% rise from the $10.1 million 1951 figure.

Revenue received in 1952 by the seven radio networks and 2,324 stations (excluding 56 independently-operated fm stations) was derived: $109.8 million from sale of all types of network time, $363.3 million from non-network time sales and $48 million from incidental broadcast activities. From the first two is deducted $52.6 million for commissions and from the resulting total $407.5 million for total expenses, to total $61 million income before federal income tax.

Average 1952 broadcast revenue for the 816 radio stations licensed in 1941 or before was $295,473, with income before federal income tax $49,126. Average revenue for the 1,333 stations licensed between 1942-50 was $98,937, with income of $9,668.

The 90 network radio outlets (excluding network o&o's) with revenues of more than $500,000 averaged $878,982 revenue and $181,259 income before federal tax. Their $697,724 expenses were broken down as follows: Technical 17.9%, program 37.1%, selling 13.3%, general and administrative 31.7%. The 25 non-network radio stations in this revenue category (average revenue $88,232, income $151,584) had $732,-

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Broadcast Revenues, Expenses and Income of Networks and Stations of Radio [1] and Television Broadcast Services 1951-1952

1951-1952
($ Millions)

Total Broadcast Revenues

Service	1952	1951	Percent Increase In 1952
Radio	$469.7	$450.4	4.3
Television	324.2	235.7	37.5
Industry Total	$793.9	$686.1	15.7
Total Broadcast Expenses			
Radio	$409.6	$392.9	4.3
Television	268.7	194.1	38.4
Industry Total	$678.3	$587.0	15.6
Broadcast Income (before Federal Income Tax)			
Radio [2]	$60.1	$57.5	4.5
Television [2]	55.5	41.6	33.4
Industry Total	$115.6	$99.1	16.6

[1] Includes AM and FM broadcasting.
[2] Networks engaging in joint radio-tv operations have indicated that certain overhead expenses not readily allocable between radio and television, have been charged to radio. To the extent that this has occurred, the above figures may understate radio income and overstate television income.

Broadcast Revenues, Expenses, and Income of Radio Broadcast Services 1951-1952

($ Millions)

Total Broadcast Revenues

	1952	1951	Percent Increase or (Decrease) In 1952
4 nationwide networks and 3 regional networks (including owned and operated stations) [1]	$100.6	$104.0	(3.3)
Other radio stations [2]	369.1	346.4	6.6
Total	$469.7	$450.4	4.3
Total Broadcast Expenses			
4 nationwide networks and 3 regional networks (including owned and operated stations)	$89.4	$93.9	(4.8)
Other radio stations	320.2	299.0	7.1
Total	$409.6	$392.9	4.3
Broadcast Income (before Federal Income Tax)			
4 nationwide networks and 3 regional networks (including owned and operated stations)	$11.2	$10.1	10.9
Other radio stations	48.9	47.4	3.2
Total	$60.1	$57.5	4.5

[1] Includes the operations of 25 network owned stations in both years. As a result of ownership changes in 1952, however, operation of three such stations are included only for that part of 1952 during which the stations were network-owned and operated. The three stations are included in "other radio stations" for the remainder of the year.
[2] Including 2241 AM, AM-FM or Independent FM stations in 1951 and 2355 in 1952.

648 expenses as follows: technical 17.7%, program 35%, selling 19%, general and administrative 28.3%.

In the $100,000-$500,000 revenue group 678 network outlets (non-o&o's) averaging $200,-004 revenue and $25,924 income, had $174,080 expenses: Technical 16.6%, program 30.3%, selling 15.5%, general and administrative 37.6%. The 351 non-network outlets in this category, with $173,851 revenue and $19,897 income had $153,954 expenses: technical 15.9%, program 30.3%, selling 16.6% and general and administrative 37.2%.

Some 375 network affiliates (non-o&o's) in the $25,000-$100,000 revenue group had average revenue of $70,819, income of $6,658 and $64,160 expenses: technical 19.1%, program 31.8%, selling 12.4%, general and administrative 36.7%.

The 688 independents in the $25,000-$100,-000 revenue group averaged $61,466 revenue, $4,344 income and 57,123 expenses: technical 18.3%, program 30.9%, selling 13.5%, general and administrative 37.3%.

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Comparative Financial Data of Radio [2] Networks and Stations 1951-1952

Item	($ Thousands) Amount 1952	Amount 1951	Percent of Increase (Decrease)
Number of networks	7 [2]	7	
Number of stations	2,324 [3]	2,200	
A. Revenues from the sale of time:			
1. Network time sales to:			
a. Nationwide networks	$102,076	$113,984	(10.4)
b. Regional networks	4,413	4,664	(5.4)
c. Miscellaneous networks and stations	2,921	3,817	(23.5)
Total	$109,410	$122,465	(10.7)
2. Deduct—Payments to foreign stations and elimination of miscellaneous duplications	(452)	431	
Revenue from network time sales	109,862	122,034	(10.0)
3. Non-network time sales to:			
a. National and regional advertisers and sponsors	123,658	119,559	3.4
b. Local advertisers and sponsors	239,631	214,519	11.7
Total revenues from non-network time sales	363,289	334,078	8.7
Total revenues from time sales	473,151	456,112	3.7
4. Deduct—Commissions to regularly established agencies, representatives, brokers and others	52,646	51,561	2.1
Net revenues from time sales	420,505	404,551	3.9
B. Revenues from incidental broadcast activities:			
Talent	33,418	26,889	24.3
Sundry broadcast revenues	14,669	17,786	(17.5)
Total revenues from incidental broadcast activities	48,087	44,675	7.6
Total broadcast revenues	468,592	449,226	4.3
C. Total broadcast expenses of networks and stations	407,516	389,975	4.5
D. Broadcast income (or loss) before Federal income tax	61,076	59,251	3.1

[1] Excludes 56 independently operated FM stations.
[2] Includes 3 regional networks, the Yankee Network, Inc., the Don-Lee Broadcasting System and the Texas State Network, Inc.
[3] 2,200 stations reported in 1951.

'Dragnet' Tops 'Lucy' Once Again, ARB Says

THE FANS do not love *Lucy* on tv so much as they used to, according to American Research Bureau audience figures for the week Dec. 1-7. ARB says it was *Dragnet* replacing *I Love Lucy* for the second time this year and, according to ARB, the first time since February 1952 any other program has had a greater audience than *Lucy*.

Ratings follow:

	Program	Rating
1	Dragnet (NBC)	61.3
2	I Love Lucy (CBS)	60.0
3	You Bet Your Life (NBC)	51.3
4	Milton Berle (NBC)	49.0
5	Jackie Gleason (CBS)	48.3
6	Talent Scouts (CBS)	46.5
7	Toast of the Town (CBS)	45.6
8	Godfrey and Friends (CBS)	42.6
9	What's My Line (CBS)	41.2
10	Our Miss Brooks (CBS)	41.1

	Program	Viewers (Add 000)
1	Dragnet (NBC)	39,780
2	I Love Lucy (CBS)	39,690
3	Milton Berle (NBC)	35,030
4	You Bet Your Life (NBC)	33,770
5	Jackie Gleason (CBS)	33,090
6	Godfrey and Friends (CBS)	31,720
7	Toast of the Town (CBS)	31,430
8	Comedy Hour (Durante) (NBC)	27,410
9	Burns and Allen (CBS)	24,280
10	Talent Scouts (CBS)	23,910

As in Radio, U. S. Tv Shows Becoming Canada's Top Fare

Elliott-Haynes Ltd. ratings show U. S. programs popular to the Canadian viewer. The trend has set in with increased telecasting by our Northern Neighbor.

TV program popularity in Canada is following the pattern which developed in radio over the years, setting the U. S. imports as the favored fare. This trend to U. S. shows is being emphasized now that more programs from the south of the U. S.-Canadian border and more tv stations are making debuts in Canada.

December "Telerating" report of Elliott-Haynes Ltd., Toronto and Montreal, points to U. S. shows in the lead among the top 10 programs. In the Toronto area where there are some 225,000 tv sets, the rating report on CBLT Toronto, gives *NHL Hockey* (Canadian) a leading rating of 53, followed by *Jackie Gleason*, 52; *Sports Club*, 50.5 (Canadian); *Dennis Day Show*, 44; Saturday *Dinah Shore Show*, 41; *Our Miss Brooks*, 38.7; *Douglas Fairbanks Presents*, 35.7 (British); *Toast of the Town*, 34.9; *Kraft Theatre*, 33.1; Tuesday *Dinah Shore Show*, 32.9.

The same audience also looks at WBEN-TV Buffalo, where leading shows have a higher percentage of the Canadian audience. The first five are *Arthur Godfrey*, 64.5; *I Led Three Lives*, 63.3; *Studio One*, 59.7 (13.2 on Toronto the same time); *Life of Riley*, 58.1, and *Groucho Marx*, 57.4.

On CBFT Montreal, only station received by 87,000 receivers, the 10 most popular shows in December were *NHL Hockey* (Canadian), 89.9; *Hit Parade*, 89.4; *Wrestling*, 86.6 (Canadian); *Foreign Intrigue*, 81.6; *Studio One*, 80.4; *Big Revue*, 79.6 (Canadian); *La Famille Plouffe*, 78.6 (Canadian); *Jackie Gleason Show*, 78.4; *Ford Theatre*, 76.9; *General Motors Theatre*, 75.6 (Canadian).

CFPL-TV London, during its first week on the air, with competition from U. S. border stations, had in the lead, *Dennis Day*, 81.6; *Sunday Movie*, 80.5; *Show Time* (Canadian), 78.4; *Ford Theatre*, 76.5; *Four Star Theatre*, 75.2.

Average Per Radio [1] Station Broadcast Revenues and Broadcast Income [2] in 1952 Classified by Year Licensed and by Class and Time of Station

Class and time of station	Number of Stations: Licensed 1941 and prior years	Number of Stations: Licensed 1942-1950	Average per station Broadcast Revenues 1952: Licensed 1941 and prior years	Average per station Broadcast Revenues 1952: Licensed 1942-1950	Average per station Broadcast Income [2] 1952: Licensed 1941 and prior years	Average per station Broadcast Income [2] 1952: Licensed 1942-1950
(1)	(2)	(3)	(4)	(5)	(6)	(7)
Clear channel:						
50,000 watts:						
Unlimited	62	4	$983,808	$234,925	$183,136	($36,037)
Part-time	4	2	976,798	—	127,157	—
5,000 to 25,000 watts:						
Unlimited	32	15	396,030	228,232	68,926	22,210
Part-time	3	3	261,865	169,011	58,536	25,671
Regional:						
Unlimited	379	262	307,126	153,757	52,799	11,455
Part-time	33	354	206,889	89,199	20,928	10,022
Local:						
Unlimited	292	556	132,742	81,056	17,396	9,015
Day and part-time	11	137	68,654	69,758	5,606	6,709
All stations	816	1,333	295,473	98,937	49,126	9,668

[1] See footnote 1, Table 3
[2] Before Federal income tax

Average Broadcast Expense per station of 2207 Radio Stations [1] Classified by Total Broadcast Revenues

1952

Type of Expense	Stations with Broadcast Revenues of: Over $500,000 Amount	Percent of Total	$100,000-$500,000 Amount	Percent of Total	Less Than $100,000 Amount	Percent of Total
Stations Serving as outlets for nation-wide Networks [2]						
Technical	125,003	17.9	28,933	16.6	12,215	19.1
Program	258,506	37.1	52,697	30.3	20,405	31.8
Selling	92,864	13.3	26,917	15.5	7,974	12.4
General and Administrative	221,350	31.7	65,533	37.6	23,566	36.7
Total	697,724	100.0	174,080	100.0	64,160	100.0
Average broadcast revenues per station	878,982		200,004		70,819	
Average broadcast income per station [3]	181,259		25,924		6,658	
Number of Stations	90		678		375	
Stations not serving as outlets for Nation-wide Networks						
Technical	129,425	17.7	24,419	15.9	10,421	18.3
Program	256,510	35.0	46,678	30.3	17,661	30.9
Selling	138,908	19.0	25,573	16.6	7,713	13.5
General and Administrative	207,805	28.3	57,284	37.2	21,328	37.3
Total	732,648	100.0	153,954	100.0	57,123	100.0
Average broadcast revenues per station	884,232		173,851		61,466	
Average broadcast income per station [3]	151,584		19,897		4,344	
Number of Stations	25		351		688	

[1] See footnote 1, table 3. Stations included have time sales of $25,000 or more.
[2] Excludes owned and operated stations of Networks.
[3] Before Federal income tax.

Telecasting on Channel 8

in Nashville...NOW!

Big, Powerfull

WSIX-TV

WSIX-TV began telecasting on Channel 8 on November 29, 1953, to Middle Tennessee and Southern Kentucky . . . with excellent quality reports from viewers even in Northern Alabama. We've had numerous consistent-signal reports from points more than 100 air line miles from Nashville.

Power: 90,000 watts video (e.r.p.)—CP for 316,000 watts
Networks (live): Basic CBS
ABC & DuMont Affiliate
Television sets: 135,993 in Nashville area on October 31, 1953. (50-mile radius).
Antenna: 1370 feet above sea level. New antenna will be 1749 feet above sea level.
Call your Hollingbery man or the station for availabilities or additional information.

wsix-tv channel 8
NASHVILLE 3, TENNESSEE

CBS BASIC AFFILIATE
SUPPLEMENTARY AFFILIATE
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NARTB'S RADIO-TV BOARDS SET PARLEY TO OUTLINE 1954'S EXPANDED WORKLOAD

Arizona meeting Jan. 21-23 will study tv and radio growth, association structure, membership, budget, research, codes, access to news—and the Chicago convention in May.

NARTB's Radio and Television Boards, and the combined boards, will meet Jan. 21-23 at Camelback Inn, Phoenix, Ariz., to lay plans for a year of expanded work in line with 1954 expansion of radio-tv broadcasting into a billion-dollar industry.

New functions centering around tv's fast growth and the continuance of aural broadcasting's steadily increasing business will be considered by the boards as the association adapts its operations to these trends.

The board will examine the association's structure after three years of radio-tv life under a single trade organization roof. Tv was brought into NARTB in early 1951 when by-laws were rewritten to keep the two electronic media working in harmony.

Following committee meetings early in the week, the Tv Board will meet Thursday, the 21st. The Radio Board meets the next day followed by a combined meeting on the 23d.

Membership has reached the 1,800 mark, 13.6% over a year ago. Tv members have more than doubled, with about 225 video stations now, compared to half that number a year ago. Associate membership, too, is at a record high, and aural broadcast rolls have been moving continuously upward. A nationwide membership drive is in the works.

One effort to set up a separate radio-only association appeared during the early autumn when a group of stations proposed formation of a Federation of American Radio Broadcasters [B•T, Sept. 28, 1953]. The idea drew enthusiastic support in some quarters and vigorous opposition in others. Nothing happened, however, and the plan has been inactive.

Some increase in the association's budget is anticipated in view of the bigger servicing job and the expansion of activities, particularly in the committee field. The 1953 budget ran a little under $740,000 or about $50,000 over the 1952 figure.

A big topic at Phoenix will be the plan to set up a television circulation study project. The idea was born at the Television Board's meeting in December 1952. Intensive studies have been made during the last 13 months and the project is ready for field testing on a pilot basis, if the board approves. The project would accomplish for tv the type of service developed by the two Broadcast Measurement Bureau surveys for radio.

Dr. Franklin R. Cawl, former Wharton U. professor and a market-research consultant, has developed the tv circulation measurement formula. Details have been kept secret pending final approval by the Television Board and launching of the pilot study.

The radio and tv boards will go over the separate department budgets after preliminary finance committee study and review programs of each department and committee.

Contact of Judge Justin Miller as chairman of the board expires March 31. Judge Miller became president Oct. 1, 1945. He was elected chairman of the board in 1951 when Harold E. Fellows was selected as president. In addition to the board chairmanship, Judge Miller has been general counsel. His three-year contract provided salaries scaling from $35,000 to $25,000.

If the contract is not renewed Judge Miller becomes eligible to participate in a pension plan that becomes effective July 1.

First results of a tv program-advertising monitoring campaign under the auspices of the NARTB TV Code Review Board will be submitted to the Television Board. This monitoring is based on observations by staff monitors and self-examination by stations and networks. Preliminary monitoring by staff personnel had shown too much commercialism on tv, according to the code group. Edward H. Bronson, director of code affairs, conducted a trial-run monitoring effort. Stations have now been given monitoring logs as a means of checking compliance with the code.

The code is widely credited with having eliminated much objectionable program material from tv programs since it went into operation 22 months ago. The principal concern at the Code Board's recent meeting centered around commercial violations [B•T, Dec. 14, 1953].

Thus far the code group has announced no punitive action against subscriber stations. If

BOARD TO ADVISE ON SRA 'CRUSADE'

Nine - man station advisory board will meet Jan. 12.

STATION advisory board to advise and determine policy for the Crusade for Spot Radio has been created by Station Representatives Assn. (CLOSED CIRCUIT, Dec. 21, 1953), which launched the Crusade early in 1953 and has sponsored it since then, John Blair, SRA president, announced in a statement for release today (Monday).

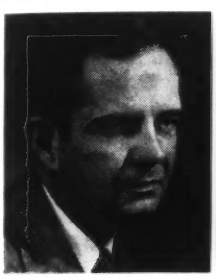
Nine-man station advisory board, which will hold its first meeting Jan. 12 in New York, comprises: Harry Burke, KFAB Omaha; Robert B. Jones Jr., WFBR Baltimore; Leslie L. Kennon, KWTO Springfield, Mo.; Richard H. Mason, WPTF Raleigh; Philip Merryman, WICC Bridgeport; William B. McGrath, WHDH Boston; Charles F. Phillips, WFBL Syracuse; Odin S. Ramsland, KDAL Duluth; Ben Strouse, WWDC Washington.

Board's Agenda

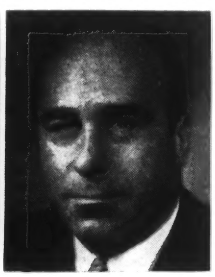
Incorporation of the Crusade will be considered by the new station advisory board, Mr. Blair said, noting that if this idea were adopted the members of the station board would become directors of the new corporation along with the present directors of SRA. Other matters to be taken up at the initial meeting will include recommendations for a new dues schedule for the more than 300 participating stations, plans for a membership campaign and a budget for the year ahead with possible provisions for additional personnel to increase the effective sales activity of the Crusade.

Reviewing the history of the Crusade, Mr. Blair pointed out that since its foundation last March to sell the advantages of spot radio to advertisers and agencies at the top level the Crusade has been supported by funds subscribed by member stations. In April, less than a month after the Crusade began, Reg Rollinson was appointed director of advertiser relations.

The Crusade's success has already surpassed his expectations, Mr. Blair said, reporting that September was the highest month in the history of radio in volume of new orders for spot business and that October was the top month in spot radio time billings until November set an even higher record. Cited among the achievements are more national spot radio advertisers, using more markets and more stations per market, with more saturation campaigns, and longer seasonal campaigns, as well as more new and unusual types of campaigns, specially based on local station talent and programs.



Mr. Mason



Mr. Strouse

Mr. McGrath

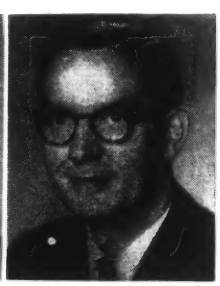
Mr. Ramsland

Mr. Burke

Mr. Merryman

Mr. Kennon

Mr. Phillips



Mr. Jones

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important matters such as the purchase of broadcast equipment...

COMPARE BEFORE YOU DECIDE

If your station plans to begin television service, or go to high power . . . Standard Electronics invites you to compare and decide on a basis of cold facts.

Compare circuitry . . . tube replacement costs . . . power consumption . . . ability to transmit color signals . . . operating simplicity . . . eye appeal . . . maintenance . . . deliveries . . . comparative factors that truly decide which transmitter best serves your needs.

Comparison Chart of VHF High Power Transmitters (50 K W)

	[redacted]	Transmitter B	Transmitter C	Transmitter
AMPLIFIER DRIVES WITH 5 KW		NO	YES	YES
AMPLIFIER WILL OPERATE WITH ANY MAKE DRIVER		NO	NO	NO
TUBE COST { COMPLETE SET / FCC SPARES		$11,625 $4,237	$13,230 (est) $6,429 (est)	$9,250 (est) $5,050 (est)
AIR COOLED		YES	NO	NO
POWER LINE REQUIREMENTS (at black level)		460 V 60 cy, 3 ϕ 193 KW	208/230 V 60 cy, 3 ϕ 150 KW (est)	208/230 V 60 cy, 3 ϕ 165 KW (est)
FLOOR AREA (including power equipment, blowers, etc.)		154 sq. ft.	160 sq. ft. (est)	———
ALL TUBES VISIBLE FROM FRONT		NO	NO	NO
SELF CONTAINED (no separate enclosures, vaults, pumps, etc.)		NO	NO	NO
INDIVIDUAL CHASSIS CONSTRUCTION		NO	NO	NO
INTERUNIT CABLING WITHOUT TRENCHES		NO	NO	NO

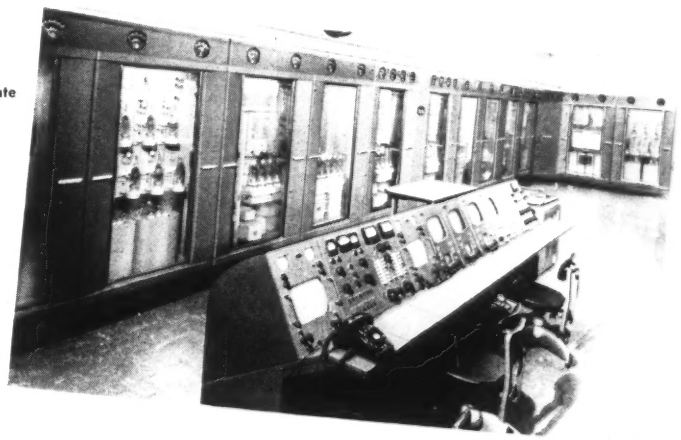
SE's BLUE STAR STATIONS

(SE equipped—maximum power authorized by FCC)

★ **THE BIRMINGHAM NEWS CO.** • WABT, Birmingham, Channel 13
40 KW—316 KW ERP

★ **CROSLEY BROADCASTING CORP.** • WLW-A, Atlanta, Channel 11
50 KW—316 KW ERP

★ **GENERAL TELERADIO** • WOR-TV, Empire State Bldg., New York, Channel 9
50 KW—130 KW ERP



Transmitter room of WOR-TV's new Empire State 50 KW transmitter, 130 KW ERP. 100% air cooled. Completely self-contained. Equipment throughout by Standard Electronics.

ONLY STANDARD ELECTRONICS has these exclusive features

★

ADD-A-UNIT DESIGN
Lets you go from 500 watts to 50 KW without scrapping or even modifying a single piece of equipment.

★

VERSATILE AMPLIFIERS
SE's Add-A-Unit amplifiers can be added to existing station equipment regardless of make. Any 5 KW transmitter will drive a 50 KW S-E amplifier.

★

ECONOMICAL INSTALLATION
Fewer building alterations. Units fit any station layout.

★

SELF-CONTAINED
Compact, no external blowers or external vaults needed.

★

LOWER TUBE COSTS
Similar types throughout. Low emission visual tubes interchangeable with aural section where power requirements are less. Lower initial tube cost, too.

★

ACCESSIBLE
All tubes visible and accessible from the front via full length glass doors.

★

COLOR ADAPTABLE
Elimination of back porch clamp insures proper operation with color signals.

TO DELIVER TOMORROW'S EQUIPMENT *TODAY.*

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devoted exclusively to the engineering, manufacturing, and servicing of equipment for the broadcast and television industry

penalties are invoked, they must be imposed by the full Television Board after a violation has been reported to it by the code group. Some feeling has been apparent about the intricate penalty procedure, with claim made that the red tape is likely to protect violators.

Up for study, also, will be the broadcasting Standards of Practice, opposite number to the tv code. The radio document has no punitive or seal features and had lived a quiet life until a little over a year ago when a committee under John F. Meagher, KYSM Mankato, Minn., started to modernize it. A new preamble has been prepared and other changes are proposed.

Investigations Cited

Several subcommittees of the NARTB Public Events Committee are investigating such problems as access to legislative proceedings, admission behind fire and police lines, bans on access to public events, and equal treatment on news releases from official organizations.

At its Dec. 4 meeting the committee voted in favor of changing its name to Committee on Freedom of Information. This change is up to the board. Edgar Kobak, WTWA Thomson, Ga., is committee chairman.

One of NARTB's most active units, the Tv Information Committee, will submit a report on a number of its projects. The committee has been preparing reports to the public in which achievements of the medium in the public service field are reviewed.

This group has faced organized and random attacks relating to effect of tv crime dramas on young people. It has met many charges head-on and has won praise from many organizations such as the American Medical Assn. for industry cooperation. President Fellows serves as chairman of the committee.

Plans for the May 23-27 NARTB convention at the Palmer House, Chicago, will be reviewed at Phoenix. Kenyon R. Brown, KWFT Wichita Falls, Tex., leads 1954 convention committee.

Also up for review will be tentative arrangements for the NARTB Engineering Conference, a feature of the convention since 1947. A. Prose Walker, manager of the NARTB Engineering Dept., is working on the technical agenda with members of a newly appointed conference committee headed by Raymond F. Guy, NBC. Other members are William B. Lodge, CBS; E. M. (Pete) Johnson, MBS; Rodney Chipp, DuMont; Frank Marx, ABC; Willard J. Purcell, WGY Schenectady, Karl Hoffman, WGR Buffalo; George F. Leydorf, WJR Detroit; A. James Ebel, WMBD Peoria, Ill.; Carl J. Meyers, WGN Chicago. James D. Russell, KKTV (TV) Colorado Springs, is board liaison with the committee.

Interest in Sports

It's certain the radio and tv boards will be interested in work of the active Sports Committee headed by George J. Higgins, KMBC-AM-TV Kansas City. The committee has been meeting frequently to look into such problems as monopolistic control of sports events radio-tv pickups and charging of exorbitant fees for play-by-play rights. Last September the committee was active in breaking down some of the restrictions against round-by-round summaries of the Marciano championship fight. Three NARTB top officials and Mr. Higgins are to appear this week on the annual convention program of National Collegiate Athletic Assn. in Cincinnati (see story on this page).

These topics, and a number of others, will confront the directors at their winter meeting. Tentatively listed are such matters as tv sales promotion; government relations; research; employe relations; tv film sale study, looking toward standardization; operation of the industry insurance plan and election procedure for the two boards and station membership dues.

WILL NCAA's TV POLICY BE ALTERED?

Three-day convention opens in Cincinnati Wednesday. Opposition grows within NCAA's ranks to break the one-game-a-Saturday policy.

ATTEMPT to crack the National Collegiate Athletic Assn. television monopoly will be made by regional college groups when the NCAA opens its three-day convention in Cincinnati Wednesday.

Growing opposition has been developing within NCAA ranks to break up the one-game-a-Saturday policy [B•T, Dec. 14, 1953, et seq.] promising a lively oratorical battle within NCAA's Tv Committee as well as on the convention floor.

While feeling has become more intense among regional college conferences, where alumni are anxious to see their teams play, NCAA will enter the Cincinnati convention with a feeling of assurance based on its interpretation of the decision of Federal Judge Allan K. Grim [B•T, Nov. 16, 1953].

The effort to continue airtight control over football telecasting comes after one of the most successful seasons in sports history. Just prior to the January 1953 NCAA convention in Washington an outburst of heated resentment against the monopoly was heard in sports and college circles.

Opposition Leaders

This year, however, the opposition is clustered in the indignant reports by the Big Ten and Pacific Coast Conferences, which want their own games instead of those picked out before the calibre of teams is known and without regard for the intense sectional interest in individual conference areas.

NCAA had been delaying adoption of a formal television policy pending outcome of the government's antitrust suit against the professional league. The decision of Judge Grim, according to Joseph L. Rauh Jr., NCAA counsel, supports NCAA's method of confining tv for the most part to one game per Saturday. A few exceptions have been made in the case of sellouts, but for the most part NCAA has departed only to a limited extent from the one-game policy despite the opposition of important colleges and public groups.

NARTB as been given a spot on the NCAA agenda. President Harold E. Fellows will speak at a Wednesday panel session, 3-5 p.m., at which professional and technical problems of college athletic directors will be discussed. Radio will be one of five topics to be considered by the athletic directors. Robert K. Richards, NARTB administrative vice president; George J. Higgins, KMBC-AM-TV Kansas City, chairman of the NARTB Sports Committee, and Thad Brown, NARTB vice president and tv counsel, are expected to take part in this panel and in other sessions.

The NCAA Tv Committee will handle the main workload in the video side of the problem. Already the committee has prepared part of its detailed report to the convention. At Tuesday and Wednesday morning sessions the committee will decide policy questions, aided by reports from the separate conferences. Its last meeting was held in late November.

General discussion of the tv problem will be held Thursday morning, with the committee's report and recommendations slated to come before the convention. If the convention follows the pattern a year ago, a strong minority will put up a stiff but futile fight for relaxing the football tv policy. Robert Hall, head of the Tv Committee a year ago, presided at the 1953 meeting.

Last Monday, Mr. Hall was quoted by AP as advocating continuance of the game-of-the-week plan. "To do otherwise at this time would be disastrous," he said. The best substitute, he said, would be subscription tv which he believes "could be a tremendous thing for college athletics if the receipts are spread among all football playing colleges." Spokesmen for several types of subscription tv appeared before last year's convention.

The basic discussion portions of the NCAA Cincinnati meeting will wind up Thursday. Friday will be devoted to a business meeting, an all-day procedure, ending with a banquet.

Big Ten's Views

Loudest opposition to NCAA's tv plan can be expected from the Big Ten (Western) Conference, one of the most important of the association's regional units. Last month the conference voted unanimously in favor of a recommendation by its Tv Committee that football telecasts be placed under regional control.

Threats of revolt were made by the conference as it demanded a program that will better serve sectional interests of televiewers. The Big Ten committee will hold a meeting in Cincinnati and try to induce the top tv group to include its regional plan in the recommendations to the convention.

All but one Big Ten team, Purdue, took part in the 1953 schedule. Teams received an estimated $110,000 for participating in a single game, and five colleges got $25,000 each for the unsuccessful "panorama coverage" of five games in a single afternoon. Nearly 90 tv stations took part in the 1953 schedule, sponsored by General Motors.

DAYTIMERS SET ST. LOUIS MEET

DAYTIME stations will set up an organized campaign to protect their common interests at a meeting to be held Friday at the Lennox Hotel, St. Louis, by Daytime Broadcasters Assn.

Over 200 stations have shown interest in attending the meeting and joining the association, according to Ken Patterson, WSIV Pekin, Ill., DBA president. The group was set up on an informal basis last Oct. 24 at a St. Louis meeting, with temporary officers elected. This week's meeting will be "a shirtsleeve session to get down to the basic problem of daytimers," Mr. Patterson told B•T, adding, "That mainly means our limitation on operating hours."

'Not Fully Aware'

He said regulatory authorities "are not fully aware of the public service being performed by some 750 daytime broadcasters, most of which are servicing smaller, single-station communities in all parts of the United States."

Friday's sessions will open with registration at 10 a.m. Reports will be received from daytime groups formed in North Carolina, Arkansas and other states. "It is our hope that all our efforts can be unified since the objectives and purposes of the various groups seem to be the same," Mr. Patterson said, adding that the idea "has reached a respondent chord among daytime broadcasters everywhere."

Daytime stations have been concerned for

John F. Lawson, General Service Manager of the Otis Elevator Company, tells why:

He hates to see you walk!

"People don't like to climb stairs," says Mr. Lawson, "and we don't want them to do it!

"When we sign an Otis maintenance contract with a building owner, we not only promise to keep his elevators in good running condition—we promise the *fastest possible* service.

"To keep this pledge—and to save many people many steps—we have thousands of parts in reserve in warehouses throughout the country. But in an emergency we deliver replacement parts from the most convenient point. These frequently go by the *fastest possible* way—via Air Express.

"We use Air Express on an average of six times a day. Everything from small but vital contacts and switches to heavy windings in weights from one to 700 pounds goes Air Express—and gets there fast!

"Air Express is a big factor in making Otis maintenance a service on which our customers can depend. Yet we've found that, in most of our weights and distances, Air Express dependability is priced *lower* than any other air service!"

It pays to express yourself clearly. Say Air Express! Division of Railway Express Agency.

Air Express

GETS THERE FIRST *via U.S. Scheduled Airlines*

some time about efforts of clear-channel stations to get FCC recognition of the existence of daytime skywave, Mr. Patterson said, claiming this action is designed to restrict further the operation of daytime stations in the early morning and late afternoon hours.

DBA is seeking uniform sign-off times besides opposing any rule that might lessen daytime operating hours. These objectives were discussed at the Oct. 24 meeting [B•T, Nov. 2, 1953], when DBA was formed. Present plans contemplate a formal convention in Chicago during NARTB convention week.

The association will intervene in any rule-making proceedings before the FCC in connection with daytime operations, including daytime skywaves.

Officers of DBA are on a temporary basis, according to Mr. Patterson. Ray Livesay, WLBH Mattoon, Ill., is secretary-treasurer. Other officers include Robert Harrison, KCRV Caruthersville, Mo., vice president; three directors—George Dodd, WGGH Marion, Ill.; Jerrell Shepard, KNCM Moberly, Mo., and George B. Anderson, KJSK Columbus, Neb. Harry J. Daly is DBA's Washington counsel.

AAAA Sets Youth Exams For Advertising Careers

EIGHTH annual examination for young people interested in advertising careers will be held by the New York Council of the American Assn. of Advertising Agencies in New York on Feb. 20, 27 and March 6. Schedule in other cities is as follows:

Boston, Jan. 23, 30; Cleveland, Feb. 6, 13; Dallas, Feb. 13; Detroit, mid-February; Fort Worth, Feb. 13; Houston, Feb. 13; Minneapolis, Feb. 6, 13; New Orleans, Feb. 6, 13; Oklahoma City, Feb. 13; San Francisco, Feb. 20, 27; St. Louis, Feb. 6, 13; Spokane, Feb. 20, 27; Tulsa, Feb. 13; Philadelphia, Jan. 30; Portland, Feb. 20, 27; San Antonio, Feb. 13.

The examination is designed "to attract high-calibered young people to advertising and to test their aptitudes for the various types of work in the field," including contact work, selling, copywriting, layout and art, mechanical production, media selection, radio and tv production and research. Fee for the examination is $20. Further information may be obtained by college seniors from their dean, or from the AAAA, 420 Lexington Ave., New York 17, N. Y.

Airline Radio Study Completed by BAB

STUDY has been completed for BAB on the types of radio programs listened to by businessmen who patronize airlines and at what times those airline customers can be reached most easily.

Conducted by The Pulse, the study incorporates data obtained from businessmen traveling by air in airports in 11 major cities. Publication of the report is set for mid-January.

It is described by BAB Vice President Kevin Sweeney as the first in a series of "qualitative studies to pinpoint the listening habits of segments of the radio audience that are of major interest to certain types of advertisers." He said that BAB shortly will begin similar research for advertisers interested in reaching the teen-age girls and working wives market.

RADIO-TV PROBLEMS PEND FOR RETURNING LAWMAKERS

Depending on the height of Capitol Hill interest, the 83d Congress has the opportunity to take up a host of matters, including legislation, affecting the broadcast industry. Session starts Wednesday.

AN 83D CONGRESS which has shown keen interest in radio-tv affairs is sure to keep that spark alive when it picks up Wednesday where it left off last August.

All legislation introduced last year carries over to this year.

In its first session, the Congress did little legislatively to affect the broadcast industry. But it made its influence known and felt through committee review [B•T, Aug. 10, 1953]. And there is no evidence to indicate the watchdog attitude will be slowed.

In 1954, it may be a turnabout Congress in communications lawmaking. According to latest information, FCC may request legislation on two key issues: (1) the so-called "protest rule" —Sec. 309 (c) of the Communications Act [CLOSED CIRCUIT, Dec. 28, 1953], and (2) political broadcasting (including the equal time question)—Sec. 315 of the Act.

At adjournment last year, it was reported Rep. William L. Springer (R-Ill.) had been considering introduction of a bill to amend the protest section.

This section provides that in non-hearing grants within 30 days after a grant, a party in interest can petition for reconsideration and review, thus automatically placing that grant in hearing. Party in interest can claim economic injury or electrical interference.

FCC is said to be considering a request for legislation which would knock out any requirement of automatic hearing and oral argument. The Commission, according to this report, wishes such actions discretionary in order that FCC can act on the basis of paper pleadings where necessary. (FCC's request in the form of a bill [HR 4458] that 309 (c)'s provision requiring the Commission to act on a protest within 15 days be extended to 30 days, already has passed the House and Senate committees but waits upon Senate action.)

Sec. 315 of the Act deals with political broadcasts and liability of the broadcaster for what a candidate says on the air. The issue was left hanging for the 83d Congress to pick up and clarify through legislation.

The section requires broadcasters to give all political candidates equal opportunity on the air if they permit one to use their facilities. It also forbids broadcaster censorship of a candidate's speech.

It is expected that measures proposing amendment of these sections will be forthcoming in the House, falling within the purview of Rep. Charles W. Wolverton's (R-N. J.) Interstate & Foreign Commerce Committee.

The Wolverton committee already promises to be a busy one this year. This is a departure from other Congresses in which the House committee held itself apart from radio-tv matters. Now the mood has changed and the House committee may rival its counterpart Interstate & Foreign Commerce Committee in the Senate for interest in radio-tv.

If anything is begun on subscription tv, the action is certain to be initiated in the House where Rep. Carl Hinshaw (R-Calif.) has a bill (HR 6431) which would make subscription tv a common carrier.

Rep. Hinshaw last year indicated he would press for committee action as soon as Congress convened. The imponderables are: Where do subscription tv and theatre tv fit in the broadcast industry? Are they part of broadcasting as defined in the Communications Act, or should the act be amended so as to speak clearly on the subject?

Broadcasters can watch for new moves on any number of fronts affecting their industry. Topping the possible radio-tv headliners are these:

Sen. Bricker

Rep. Wolverton

Comr. Doerfer

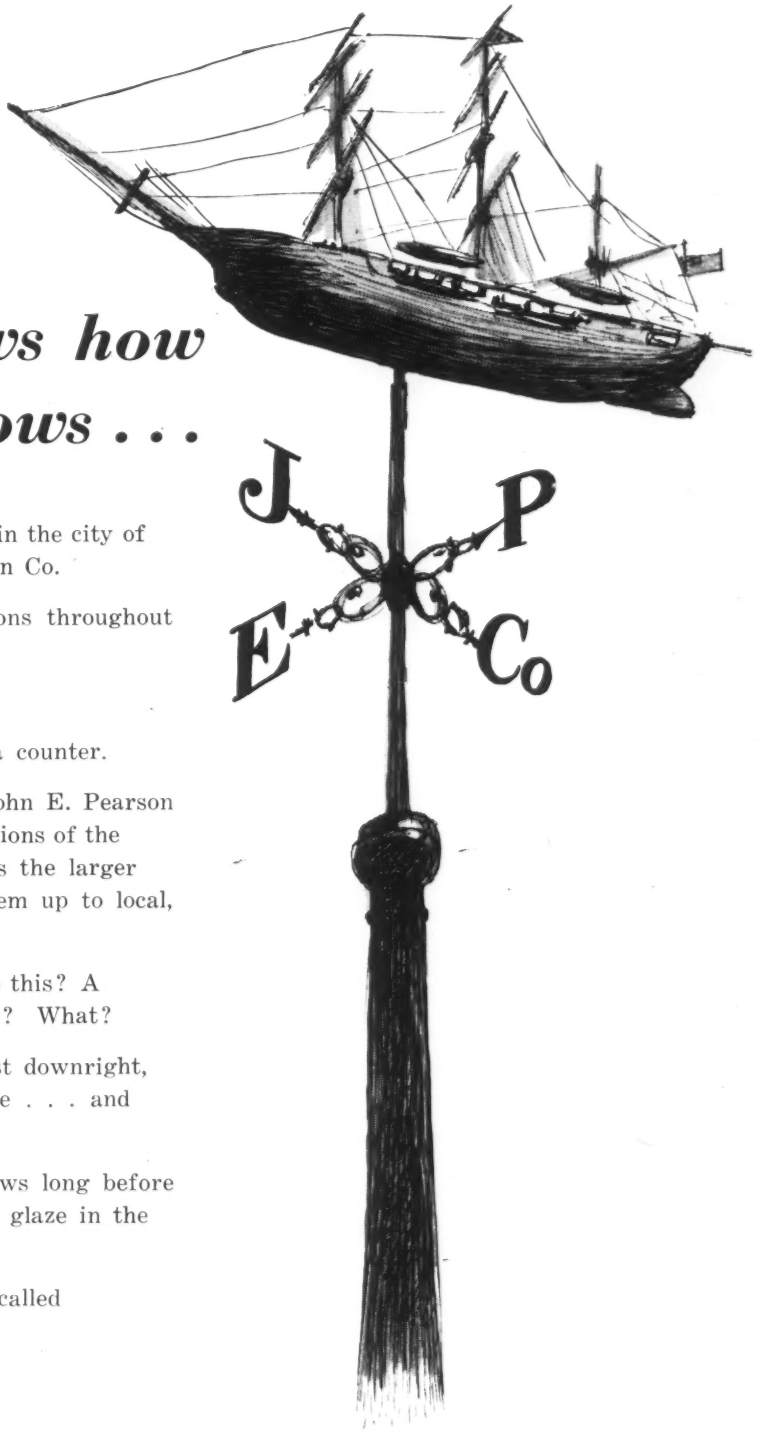
Comr. Lee

THESE men will figure in the second session of the 83d Congress. Sen. Bricker is the new chairman of the Senate Commerce Committee; Rep. Wolverton's House Commerce Committee is expected to be active in radio-tv; Comrs. Doerfer and Lee are slated to come up for confirmation.

• "DRY" CAMPAIGN—The anti-alcoholic beverage forces, vocal on Capitol Hill, can be expected to marshal another drive for legislation to bar "liquor" advertising from the airwaves. In the past few years spokesmen have asked amendment of this proposal to include *all* alcoholic beverage advertising on radio and television. Logical step from there would be to request all such advertising be knocked out of all media, a proposal supported for many years by the "drys."

• BASEBALL—The Senate still has before it Sen. Edwin C. Johnson's (D-Colo.) proposal to permit the big leagues to restore rule 1 (d) which prohibited broadcasts or telecasts of major or minor league games within a radius of 50 miles of a home park.

• FCC FUNDS—The watch on Commission spending will be carried on, i.e. how much money is going for tv and how fast grants are being made and hearings resolved because of



JEPCO knows how the wind blows . . .

There's a firm with headquarters in the city of New York named John E. Pearson Co.

It represents radio and tv stations throughout the United States.

It's as rugged as a farmer's fist.

It's as basic as a coin flung on a counter.

For more than fourteen years, John E. Pearson Co. has taken the radio and tv stations of the so-called "little" towns, as well as the larger cities of America, and bunted them up to local, national and financial glory.

How does John E. Pearson Co. do this? A formula? Some sort of technique? What?

No, none of those things . . . just downright, plain, cracker-barrel commonsense . . . and experience.

JEPCO *knows* how the wind blows long before the first leaf whirls or the ponds glaze in the winter winds.

John E. Pearson Co. *sells* the so-called "hard-to-sell"!

John E. Pearson Company

radio and television station representatives

New York • Chicago • Minneapolis • Dallas • Los Angeles • San Francisco

this concentration on television.

An action that will be inspected carefully on the Hill is what the FCC, along with the Budget Bureau, suggests in the way of fees for broadcasters and others whose industries are regulated by the FCC. The tie-up with appropriations is obvious.

The Administration's request for appropriations, which, of course, includes operational expenses of the FCC, will be forthcoming this month. This fiscal year, ending June 30, 1954, the Congress earmarked $1,018,496 to be applied to the in-hearing tv application load. Total monies (for tv) appropriated were to provide for the hiring of some 27 examiner teams. FCC now has 16 teams.

The Senate Commerce Committee will have before it the confirmation of two Presidential nominees for the FCC. Comr. Robert E. Lee, the newest member, is a recess appointee. The President must send to the Senate a new nomination of Mr. Lee to serve for a full seven-year term. Mr. Eisenhower also must act on Comr. John C. Doerfer (Independent) whose term expires June 30, 1954. Comr. Doerfer is serving out the term of former Comr. Robert F. Jones, who resigned.

Comr. Lee is a Republican. There has been some speculation that his nomination may be opposed by certain Democratic Senators. A key member in the Senate is the Commerce Committee's ranking Democrat, Sen. Edwin C. Johnson of Colorado.

Sen. Johnson, however, says he is keeping an "open mind and an open ear" on Comr. Lee. He told B•T he would stay neutral "until I know more about his nomination." He also emphasized that by practice, "I go along with the appointing power on nominations unless there is real reason not to."

NARBA Awaits Action

Still awaiting action is the North American Regional Broadcasting Agreement (NARBA) apportioning the am spectrum among the countries of the North American hemisphere (excluding Mexico and Haiti). Last year, it failed to clear the Senate Foreign Relations Committee when the drive to get the treaty to the floor of the Senate fell apart with the death of Sen. Charles W. Tobey, chairman of the NARBA subcommittee, who was steering the treaty through.

Under Sen. Tobey's directorship, a detailed hearing was held [B•T, July 13].

A number of possibilities now are open. NARBA may be put on the shelf; the treaty could be considered by the full committee or reconsidered by the subcommittee, or a new hearing with a new chairman could be called. Sen. Alexander Wiley (R-Wis.) is chairman of the foreign relations group.

FCC has cautioned the Senate Commerce Committee that a few questions must be asked in any consideration of Sen. Joseph R. McCarthy's bill (S 2125) which would require everything on the air to be recorded [B•T, Dec. 21, 1953].

There is a change at the helm of the Senate Interstate & Foreign Commerce Committee which suddenly came about at the close of Senate proceedings last summer. When Sen. Tobey died, Sen. John W. Bricker (R-Ohio) became chairman. (For committee membership see separate story.)

Sen. Bricker, except for his position on educational tv, is virtually an "unknown" in Capitol radio-tv affairs. He is a newly elected chairman of the board of trustees of Ohio State U. who has keen interest in the future of education via video.

The start of this session of Congress also marks the debut (today) of a remodeled Senate Radio-Tv Gallery at a cost of $33,000 (see FEATURE section).

Status of bills:

• HR 6431. To make subscription Tv a common carrier. Rep. Carl Hinshaw (R-Calif.). Before House Interstate & Commerce Committee.

• HR 6819. To set up a Telecommunications Policy Committee. Rep. Charles W. Wolverton (R-N.J.). Before House Commerce Committee.

• S 2125. To make FCC require recordings and films of all that goes on radio and tv. Sen. Joseph R. McCarthy (R-Wis.). Before Senate Interstate & Commerce Committee.

• S 1396. To authorize adoption of rule 1 (d) respecting broadcasting or telecasting of professional baseball games. Approved by Senate Commerce Committee. No Senate action. Companion bills in House rest with Interstate & Foreign Commerce Committee there.

• S J Res 96. To set up Commission on Governmental Use of International Telecommunications (dealing with overseas communications in connection with U. S. information program). Reported by Senate Foreign Relations Committee. Passed Senate. Reported by House Foreign Affairs Committee. No House action.

HR 5638. Claim by William L. Gleeson for compensation for losses claimed when he began construction of tv station that would have been on vhf ch. 1. Rep. George P. Miller (D-Calif.) directed findings of fact from U. S. Court of Claims [B•T, July 27, 1953].

• HR 6339. Special tax consideration to Tv program producers under Excess Profits Act. Rep. Thomas B. Curtis (R-Mo.). Before House Ways & Means Committee [B•T, July 27, 1953].

• HR 6012. To provide a "civil remedy" for violations of Sec. 506 of Communications Act (designed to permit organizations to air in court their grievances with rulings of American Federation of Musicians). Rep. G. A. Dondero (R-Mich.). Before House Commerce Committee.

• HR 4458, 4557, 4559. Routine FCC bills passed by House. Reported by Senate Commerce Committee. Awaits Senate clearance. Respectively they would extend time FCC has to act on a protest from 15 to 30 days; would permit FCC to waive construction permit requirements for government, mobile and other non-broadcast transmitters, and would reduce penalty provisions for violating Communications Act from felony to misdemeanor.

• S 2538. Sen. Hubert H. Humphrey (D-Minn.). To create a commission to study campaign expenditures (including costs of radio and tv to politics). Before Senate Rules Committee.

• S 2081. Sen. Thomas C. Hennings Jr. (D-Mo.). To regulate primaries and political party conventions and to revise upward the limit on campaign spending listing radio-tv time purchases. Senate Rules Committee.

• S Res 101. Sen. George A. Smathers (D-Fla.). Urges Senate Commerce Committee to investigate FCC's procedures in tv processing. Before Senate Commerce Committee.

• H Res 177. To amend House Rule 34 (to permit radio-tv coverage of House proceedings). Rep. John Jarman (D-Okla.). Before House Rules Committee.

• HR 2109. To permit radio-tv coverage of House proceedings, also would set up rules of procedure in committees. Rep. Jacob K. Javits (R-N.Y.). Before House Rules Committee.

• H Res 86. Would order House Judiciary Committee to study rights of witnesses before committees and would permit the ban of microphones and cameras if witness requests them to be off.

Wissman Named

BERTRAM O. WISSMAN, staff member of Senate Republican Policy Committee, has been named chief clerk of Senate Interstate & Foreign Commerce Committee by Sen. John W. Bricker (R-Ohio), committee chairman. Mr. Wissman, formerly with Washington *Times-Herald* and *Star*, joined policy committee early in 1951. Former clerk Edward Jarrett remains as assistant clerk with no change in salary. Mr. Wissman's post pays $11,646 yearly.

Few Committee Changes

EXCEPT for Sen. John W. Bricker (R-Ohio) who is the new chairman of the Senate Interstate & Foreign Commerce Committee, there are virtually no changes in either the Senate group or the House Interstate & Foreign Commerce Committee. The latter is chairmanned by Rep. Charles W. Wolverton (R-N. J.).

There is a single Republican vacancy on the Senate committee. There is no Democratic vacancy. Ratio on the Senate committee (subject to reorganization) is eight GOP members, seven Democrats.

Here is the membership lineup of both Commerce committees which have jurisdiction over broadcast industry matters:

Senate—Republicans, Bricker, chairman; Homer E. Capehart of Ill., Andrew F. Schoeppel of Kan., John M. Butler of Md., Dwight Griswold of Neb., John Sherman Cooper of Ky., Charles E. Potter of Mich. Democrats, Edwin C. Johnson of Colo., Warren G. Magnuson of Wash., Lyndon B. Johnson of Tex., Lester C. Hunt of Wyo., John O. Pastore of R. I., A. S. Mike Monroney of Okla., George A. Smathers of Fla.

House — Republicans, Wolverton, chairman, Carl Hinshaw of Calif., Joseph P. O'Hara of Minn., Robert Hale of Me., John W. Haselton of Mass., John B. Bennett of Mich., Richard W. Hoffman of Ill., John V. Beamer of Ind., William L. Springer of Ill., Alvin R. Bush of Pa., Paul F. Schenck of Ohio, Joseph L. Carrigg of Pa., Herbert B. Warburton of Del., Steven B. Derounian of N. Y., Thomas M. Pelly of Wash., J. Arthur Younger of Calif. Democrats, Robert Crosser of Ohio, J. Percy Priest of Tenn., Oren Harris of Ark., Dwight L. Rogers of Fla., Arthur G. Klein of N. Y., William T. Granahan of Pa., F. Ertel Carlyle of N. C., John Bell Williams of Miss., Peter F. Mack Jr. of Ill., Homer Thornberry of Tex., Louis B. Heller of N. Y., Kenneth A. Roberts of Ala., Morgan M. Moulder of Mo., Harley O. Staggers of W. Va.

Staff committees: Senate Commerce—Robert D. L'Heureux, chief counsel; Bertram O. Wissman, chief clerk; Edward Jarrett, assistant clerk; Nicholas Zapple, professional member (communications). House Commerce—Elton J. Layton, clerk; Kurt Borschardt, professional member (communications).

Congressional Newsmen Seek Tv, Film Lighting

MOVE to persuade Congressional leaders to install permanent lighting fixtures for tv film and newsreel cameramen in the Senate and House caucus rooms got underway last week with the appointment of a joint committee representing all Congressional news galleries.

Objective of the committee is to work out arrangements for permanent lighting installations in the two main hearing rooms in order to eliminate temporary gear (cables, power sources, etc.) and aid in the efficient functioning of hearings. Permanent fixtures for flood lights would also meet newspaper correspondents' complaints that glare from lights hindered their ability to cover Hill hearings.

Requirement for bright lights is for film camera coverage only; live tv coverage does not require any increase in light intensity.

Named as members of the joint committee were the following: Radio-Tv Galleries, Julian Goodman, NBC-TV, and George J. Marder, UP Radio; Press Galleries, John T. Norman, Fairchild Publications, and Milton R. Berliner, *Washington Daily News;* Periodical Galleries, James L. McConaughy Jr., *Time-Life*, and Earl B. Abrams, B•T; White House Photographers, George M. Dorsey, Warner Pathe News, and Anthony Muto, Fox Movietone News.

WMT
CEDAR RAPIDS, IOWA
Radio TV

from the desk of

Wm B Quarton

Dear Ted:

We are working on a promotion which uses Chanel perfume as a tie-in with our tv Channel 2.

When we received your agency promotion, "They buy through the nose," we thought of putting the two ideas together in a beautifully smelling ad for Broadcasting. What do you think?

You'll soon receive a bottle of Chanel, to help you decide if this spur-of-the-moment has any merit.

Don't try to wire the ad for sound!

Cordially,

Bill

Wm. B. Quarton
General Manager
WMT & WMT-TV

National reps: The Katz Agency

MEMORANDUM

Dear Bill:

It's a wonderful idea. Got all steamed up about it. Called Maury Long. He got all steamed up about it. Asked how much. He didn't know--they'd never used perfumed ink. He investigated.

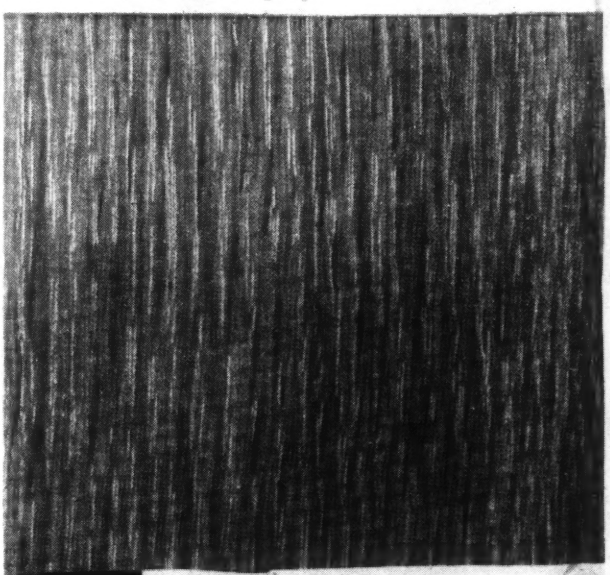
First, it takes 8 or 10 days to make. Second, they need about 90 ounces of perfume. Third, it won't take on their coated stock. It would have to be an insert. This runs into real money.

Very rough estimate of cost: $1,200 plus perfume plus who knows what. That interest you?

By the way, thanks for the Chanel. I smell much better now. Hoping you are the same...

Fragrantly,

Ted



WMT
CEDAR RAPIDS, IOWA
Radio TV

Dear Ted:

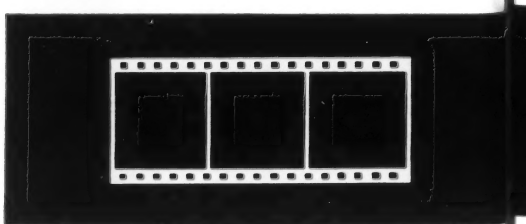
Like most of us humans, we buy through the nose but don't want to pay through it!

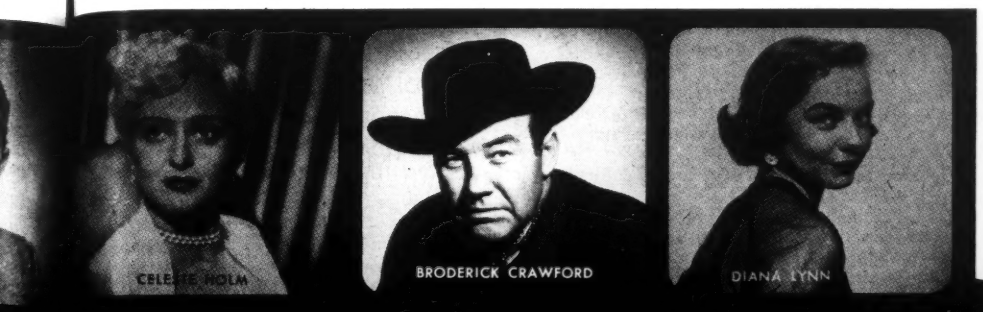
Happy New Year!

Bill

YOUR*

*52 star-studded half-hours of top TV plays





a
TPA
sales-builder

R* STAR SHOWCASE

with your host, Mr. Edward Arnold

- *rollicking comedy / taut drama*
- *tender romance / exciting adventure*
- *spine-tingling mystery and intrigue*

A successful, tested program . . . first run in over 150 markets

Your* Star Showcase, with Edward Arnold as host, is a proved program—with a fresh, audience-building format. Even in markets where it appeared as The General Electric Theatre, it is *new* to more people than the number who saw the first run. And the addition of Arnold assures even larger audiences.

Your* Star Showcase offers local and regional advertisers 52 different, *top quality*, network-calibre programs with a proved, *impressive* audience record. The series boasts ratings† of 20.3 in Chicago . . . 30.5 in San Antonio . . . 22.9 in Cleveland . . . 32.6 in Kalamazoo . . . 47.4 in Charlotte, etc.

Your* Star Showcase is a series to which the phrase "presents with pride" truly applies. It is great drama. It is a weekly parade of marquee names . . . sparkling scripts . . . tight direction . . . lavish production.

On all counts, Your* Star Showcase can be *the* showcase for your product. Call, write or wire for the complete story.

***Advertiser or brand name.** †*Videodex, February, 1953*

Television Programs of America, inc.

729 SEVENTH AVENUE, NEW YORK 19, N. Y. • 1041 N. FORMOSA AVENUE, HOLLYWOOD 46, CALIF.

WHAT THEY'RE BEING PAID AT THE FCC

Only 43 of the 1,051 persons employed at the FCC on July 1, 1953, were getting more than $10,000 salary a year, report to Congress shows.

OF THE 1,051 persons employed in all capacities by FCC as of July 1, 1953, only 43 or 4.1% were drawing salaries in excess of $10,000 and only 120 or 11.4% were in the $8,000-$10,000 class. These figures do not include the seven Commissioners, each appointed by the President and paid $15,000 annually.

The salary information was disclosed in the biographical compendium of all Commission employes submitted to Congress along with the FCC annual report for fiscal 1953 [B•T, Dec. 28, 1953]. FCC is believed to be the only government agency required to submit detailed information about its staff each year. The requirement was part of the McFarland amendments to the Communications Act.

The report listed 145 persons in the Broadcast Bureau, including secretaries and clerks, with 16 in the $8,000-10,000 class and eight in the above-$10,000 class. Curtis B. Plummer, chief of the bureau, was listed at $12,400 while Joseph M. Kittner, assistant chief, was listed at $11,050.

Others in the above-$10,000 class were: James E. Barr, chief of Aural Facilities Div., $11,050; Walter R. Powell Jr., chief of Renewal and Transfer Div., $10,800; LeRoy Schaaff, chief of Compliance Branch, $10,400; Cyril M. Braum (now consultant to Joint Committee on Educational Television), chief of Tv Facilities Div., $11,050; Frederick W. Ford (now with Justice Dept.), chief of Hearing Div., $11,050, and Arthur Scheiner, chief of Rules & Standards Div., $10,800.

Broadcast Bureau staff members listed in the $8,000-10,000 class included Wallace E. Johnson, Bruce S. Longfellow, Robert H. Alford, Robert D. J. Leahy, Sol Schildhause, Hart S. Cowperthwait, David H. Deibler, Julian T. Dixon, Daniel J. Jacobson, Joseph N. Nelson, John E. Doane, Louis Light, Max D. Paglin, Robert J. Rawson, Louis H. Rein and Robert G. Weston.

In Commissioners' Offices

Of the 28 employes in the Commissioners' offices, only seven make more than $8,000, the report said. William H. Bauer, patent advisor, was listed at $10,600. Others included were: Evelyn F. Eppley, legal aide to Comr. John C. Doerfer, $8,360; Samuel B. Groner (resigned), legal aide to Comr. Frieda B. Hennock, $9,600; Everett G. Henry, engineering aide to Comr. E. M. Webster, $9,600; Robert M. Koteen, legal aide to Comr. Webster, $9,800; Kenneth W. Miller, legal aide to Comr. Robert T. Bartley, $9,800; Dee W. Pincock, legal aid to Chairman Rosel H. Hyde, $9,800.

The report listed 12 employes in the Office of General Counsel, but did not include the general counsel in view of the vacancy at that time left by the resignation of Benedict P. Cottone. He since has been succeeded by Warren E. Baker. The position is believed to rate about $12,000-plus. Richard A. Solomon, assistant general counsel and then acting general counsel, was listed at $10,800. Same figure was cited for Roger J. Wollenberg, also assistant general counsel.

Mary Jane Morris and Stanley S. Neustadt, attorneys in that office, were listed at $8,360 each.

In the Office of Administration, with a staff of 87, only three made more than $8,000. These were Robert W. Cox, executive officer, $10,800; Gilbert H. Hatfield, personnel officer, $9,160, and Eric G. Stewart, planning officer, $9,600.

Five of the dozen employes in the Office of Opinions & Review were listed in the $8,000-10,000 bracket: Harold C. Anderson, Donald J. Berkmeyer, Sylvia D. Kessler (resigned), Erich Saxl and Horace E. Slone.

George O. Gillingham, director of information, was listed at $9,360.

Four hearing examiners were in the above-$10,000 class: William G. Butts, James D. Cunningham, Hugh B. Hutchison and Fanney N. Litvin. In the $8,000-10,000 category were: Basil P. Cooper, Thomas H. Donohue, Benito Gaguine (resigned), Annie N. Huntting, H. Gifford Irion, Herbert Sharfman and Elizabeth C. Smith.

Seven of the 85 employes in the Office of Chief Engineer were rated above $10,000 including Chief Engineer Edward W. Allen, $12,200; Virgil R. Simpson, assistant chief engineer, $10,800, and John A. Willoughby, assistant to the chief engineer, $10,600. There were 21 employes in the $8,000-10,000 bracket.

Of 19 persons in the Office of Chief Accountant, two made over $10,000 and four between $8,000-10,000. Thomas J. Slowie (resigned), FCC secretary, drew $10,800. William P. Massing, assistant secretary, was listed at $9,600. There were 57 persons in the Office of Secretary.

Field Engineering & Monitoring Bureau listed 372 employes, five above-$10,000 and 21 in $8,000-10,000 class. There were 100 in the Common Carrier Bureau, five above-$10,000 and 21 in the lower category. Safety & Special Radio Services Bureau staff totaled 103, with seven over $10,000 and 12 in the $8,000-10,000 bracket.

FCC Denies Bid to Enlarge Issues in Hartford Hearing

REQUEST of Hartford Telecasting Co. in the Hartford vhf ch. 3 television hearing to enlarge the issues so as to put in dispute the legal and financial qualifications of competitor WTIC was denied by FCC last week in a memorandum opinion and order. WTIC is a subsidiary of Travelers Insurance Co.

The Commission concluded the issues are not appropriate nor necessary in view of the affidavits submitted by WTIC showing compliance with state insurance laws and other statutes as well as the fact the radio station has been licensed since 1925. FCC granted a petition by WTIC, however, giving the hearing examiner the right to enlarge the issues "to determine whether the funds available to each applicant will give reasonable assurance that the proposals set forth in the applications will be effectuated."

Fortnight ago the examiner approved a motion by Hartford Telecasting that it be allowed to include, as one of its contentions of "significant differences" in the case, the economic influence of Travelers in the Hartford area. Hartford Telecasting would argue it should be preferred over Travelers to prevent concentration of control of mass media.

KXXL Petition Granted

FCC last fortnight granted the petition of KXXL Monterey, Calif., that the Commission reconsider, and grant without hearing, the station's application to change its power from 500 w, daytime only to 1 kw, unlimited time, using different directional antenna patterns day and night. KXXL is on 630 kc.

U. S. to Step Up Offensive By Media in Southeast Asia

Radio will play a big part, says USIA Director Theodore Streibert in announcement following surprise Red blitz which severed Indo-China.

THE U. S. is stepping up its media offensive in Southeast Asia, Theodore C. Streibert, director of the U. S. Information Agency, announced Monday.

Mr. Streibert, former MBS board chairman, disclosed radio will play a big part in the increased media drive.

His announcement came amid further adverse news reports from Indo-China, cut in two by a surprise Red blitz in Laos.

The USIA director, upon return from a Far East tour, outlined at a news conference in Washington a current change in emphasis in information activities. He said the information program was being expanded "substantially" in Southeast Asia, which he described as "critical" to U. S. interests.

Funds to pay for this increase will be taken from information operations in certain other areas of the world, he said.

As part of the expansion, Mr. Streibert said the U. S. will increase radio programming via its two megawatt medium-wave transmitters, located in Okinawa (now full power) and in Manila (half power but to go full).

Total hours broadcast daily now will be 12, doubling former broadcasts. Programs primarily are news and commentary. Broadcasts were the evening hours only; now they also will be in the late evening and will begin in mid-afternoon, he said.

The broadcasts are received on the South China mainland with the Manila station also penetrating Southeast Asia. The medium-wave broadcasts (on 1180 and 1140 kc) are in addition to shortwave transmissions, he said. The skywave skip in the medium wave brings the best signal to the mainland, Mr. Streibert explained.

He revealed a plan now under study of the "possibility and desirability" of working in USIA activities with Nationalist China to cement Nationalist support within Red China and elsewhere, he said, thus capitalizing on "the obvious divergence" from the Reds by "overseas Chinese."

Mr. Streibert said USIA has reports that broadcasts to the Chinese mainland—"the only way of getting there"—are being received and passed on chiefly by word of mouth.

Asked about USIA's budget, he reiterated the agency this year will seek a "different level of operations." The agency was appropriated $75 million by Congress for fiscal 1954, ending June 30, 1954. Another $6 million was transferred to USIA from the Foreign Operations Administration while $15 million was subtracted for use by the State Dept. in the overseas exchange program.

FCC Gets New Attorneys

TWO new attorneys are expected to join FCC's Broadcast Bureau today (Monday), the Commission reported last week. They are Bernard Williamson, formerly in private practice at Aberdeen, S. D., and Benton Tolly, previously with the Justice Dept. Another new attorney is Ann L. Mooney, formerly in private practice in Washington, who joined the Legislation and Treaty Division of the Office of General Counsel effective Dec. 15.

REPRESENTED NATIONALLY BY **HEADLEY-REED CO.** New York - Chicago - Los Angeles - Hollywood - San Francisco - New Orleans - Atlanta - Philadelphia

Merrill Hits Proposed Station License Fees

The president of WHAR Clarksburg and WKYR Keyser, W. Va., sends his protest letter to President Eisenhower.

PROTEST against the Administration's proposal to levy license fees on broadcast stations was voiced by Glacus G. Merrill, president of WHAR Clarksburg and WKYR Keyser, W. Va., in a letter to President Eisenhower last week.

Under a Budget Bureau directive, FCC and other Federal licensing agencies are required to put their licensing activities on a pay-as-you-go basis. [B•T, Nov. 16, 1953].

By Feb. 1 the agencies must make public proposed schedules of fees, and then give an opportunity for the affected parties to comment.

By May 1 agencies must report to the Budget Bureau on what plans they have put into operation and to give reasons where it has been decided no license fee should be levied.

In his letter to the President, Mr. Merrill asserted the imposition of the proposed fee may cause economic hardship to broadcasters, may result in a decrease in public interest programs and that an equitable plan for setting the fee is not feasible. Mr. Merrill's letter:

Dear Mr. President:

The Bureau of the Budget has directed the Federal Communications Commission to make public by February 1, 1954 plans to exact a license fee from broadcast station operators. It is said that this proposal is permissible, but not required, under Title V of Public Law 137, 82nd Congress. As I read the statute, the words "if any" suggest that no fee should be imposed where, as in broadcasting, the licensee gives away about half his salable air time in the public interest. If the law means otherwise, it is my opinion it should be changed to exclude broadcasters for the following reasons:

1. A license fee will discourage new stations and may well put old ones into the red, depriving the public of service.

2. Payment of a license fee may cause broadcasters to devote less air time to the public interest in order to make up the additional cost.

3. Payment of a fee may lead broadcasters to believe they are relieved from performing in the public interest, except to the extent common carriers and other licensees who give free service do.

4. Senate Report 2120, 81st Congress, suggested that where, as in broadcasting, the public is a joint beneficiary with the licensee, no fee should be charged.

5. A license fee may give rise to a claim of ownership of a frequency, contrary to the basic concept of the Communications Act of 1934.

6. A license fee is in the nature of a "tax", and is a prior restraint on freedom of expression, in contravention of the Bill of Rights.

7. A system of fees will further burden the Federal Communications Commission, which is already entangled in red tape.

8. A license fee will increase expenses directly and indirectly and reduce income taxes presently paid by broadcasters.

9. Because of the great diversity in the size, location, business methods, benefits and revenue among American broadcasters, no equitable plan for setting fees is feasible.

10. A license fee will lead to increased federal control and further convert broadcasting from a private enterprise conducted in the public interest to a government enterprise financed with private capital.

I urge you to consider this matter seriously and use your efforts to discourage the imposition of a broadcast license fee by the Federal Communications Commission.

KSTM-TV APPEALS FCC CH. 11 DENIAL

PLEA to the U. S. Court of Appeals to force the FCC to accept its application for vhf ch. 11—notwithstanding its operation on uhf ch. 36—was made last week by KSTM-TV St. Louis.

Station—owned by local businessmen including William E. Ware (KSTL)—took an appeal to court in Washington a week after FCC refused to accept its application for ch. 11. FCC twice denied KSTM-TV's request to apply for the vhf channel on the ground that the rules forbid an existing operator from applying for another channel in the same city [B•T, Dec. 28, 7, 1953].

KSTM-TV, in addition to attempting to apply for ch. 11, previously had asked the FCC to assign uhf channels for the city's existing two unassigned vhf frequencies. This the Commission denied two weeks ago on the grounds that it was wasteful of spectrum space and contrary to its allocation plan.

In seeking a court reversal of the FCC's action, KSTM-TV pointed out that its second application was for ch. 11 in East St. Louis, across the river from St. Louis and therefore could not be considered a second application for the city in which it held a station grant. It also pointed out that, if granted, it would give up its ch. 36 CP, thus obviating any duopoly.

It asked the court to stay a scheduled hearisg among four applicants for St. Louis' ch. 11 until a decision was reached on its appeal. The vhf channel is the object of applications from St. Louis Amusement Co. (Ambassador Investment, 52%, and Fanchon & Marco, 42%), St. Louis U.-WEW, 22-TV Inc. (Harold Koplar and William Koplar Shenker) and CBS-KMOX, all St. Louis. Hearing is Jan. 14.

KSTM-TV recently broadened its stockholders to include the *East St. Louis Journal.*

FCC Denies WSAL Petition For Sec. 3.611 Amendment

PROPOSAL of Logansport Broadcasting Co., operator of WSAL Logansport, Ind., for amendment of Sec. 3.611 of FCC's television rules so as to allow a five-mile tolerance in reference points for assignment of new tv channels was turned down by FCC last week in a ruling which held that the request would violate the basic allocation principles, in use only 1½ years. WSAL wants vhf ch. 10 allocated there, but has been refused because of the minimum-spacing rule.

FCC had ordered a proposed-rule making proceeding on the WSAL petition, but this is now moot. WSAL wanted Sec. 3.611 amended to add a new subsection providing that "if the distance from the authorized transmitter site in one community and the reference point in said other community is less than, but within five miles of, the minimum separation requirement of Sec. 3.610, the channel may be assigned to said other community with condition and notation that any transmitter site proposed must be so located as to fully satisfy the minimum separation requirements of Sec. 3.610."

U. of Wash. Gets Tv Grant

CONSTRUCTION permit for reserved vhf ch. 9 at Seattle, Wash., has been granted by FCC to the U. of Washington for a new noncommercial educational television station. The permit, granted Dec. 24, specifies effective radiated power of 29.5 kw visual and 17.8 kw aural with antenna height above average terrain 470 ft.

WBUF-TV Asks to Intervene In Buffalo Ch. 2 Hearing

WBUF-TV which is on uhf ch. 17 asks intervention in Niagara-Frontier Amusement bid for vhf ch. 2, charging economic injury.

WBUF-TV, uhf ch. 17 station operating at Buffalo, N. Y., last week filed a petition to intervene in the hearing on the Niagara-Frontier Amusement Corp. bid for ch. 2 there, on the ground that it would be "aggrieved" by the prospective grant.

The FCC, on Dec. 9, 1953, had designated for hearing the application of Niagara-Frontier, sole survivor there, and had put into issue the "good faith" of Enterprise Transmission Inc., which had dismissed its competitive bid [B•T, Dec. 14, 1953].

Reviewing the circumstances leading up to the designated hearing, WBUF-TV's petition pointed out that prior to Dec. 8 the ch. 2 contest involved Niagara-Frontier, WGR Buffalo, Niagara Falls Gazette Pub. Co. (licensee of WHLD Niagara Falls), Victory Television Corp. and Enterprise Transmission. The latter application was filed on Nov. 3, the day following a merger agreement between the other four applicants. The petition recited that "the filing of the Enterprise application frustrated the effectuation of the objective of the merger—namely, the grant of the merged application without a hearing—but apparently did not lead to the cancellation of the agreement itself."

On Dec. 8, 1953, eve of the Commission's regular meeting day, Enterprise, WGR, Victory and Gazette each dismissed their bids and "the Frontier application was amended so as to reflect new stock arrangements with some or all of the withdrawing applicants." The amended application was considered by the Commission the next day and it was "unable to conclude that a grant of the application would serve public interest, convenience and necessity."

On Dec. 10 the application was designated for hearing to begin on Jan. 8, 1954. The hearing order stated that Frontier had advised the Commission by letter dated Dec. 9 that it would waive its right to issuance of a prehearing McFarland notice (Sec. 309 (b)) should a hearing be necessary.

WBUF's petition contends that this action was in contravention to the Commission's rules and "the instant case is the first and only instance since the enactment of Sec. 309 (b), as amended, where a hearing was ordered in a television case without issuance of the notice setting forth the grounds for the Commission's inability to find that a grant of the application would be in the public interest, without requiring the applicant to submit a reply, and without considering the material set forth in said reply—all as required by Sec. 309 (b) of the Communications Act."

WBUF also protested that the Commission's further action of designating the hearing on Jan. 8, less than the 30-day limit for consideration of new applications. WBUF contends that "the net result of the procedure followed by the Commission has been to insulate the Frontier application from having to compete for ch. 2 with any other applicant" and that "at no time after filing of the merged application was it possible for a new applicant to file an application with the Commission, designed to show that the new applicant could better serve the public interest than the merged applicant."

WBUF's petition to intervene in the hearing

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is based on the contention that it is "a party in interest . . . because it will suffer economic injury if the Frontier application is granted."

WBUF contends that economic injury would result from a grant to Frontier because:

(a) The share of advertising revenue which petitioner can obtain will be reduced by the fact that petitioner will have two vhf competitors rather than one.

(b) Petitioner will be deprived of many desirable network shows which it now carries. This loss means not only a diminution of revenue from such shows, but also it will be more difficult for petitioner to sell spot announcements and programs which are now adjacent to desirable network programs. It is well known that the carrying of popular network programs makes it possible to sell spot announcements and programs adjacent to such network programs which otherwise remain unsold or are sold only at much lower rates.

(c) The loss of popular network shows will lessen the incentive of the public to purchase uhf sets or to convert existing vhf sets to uhf, thus reducing the circulation of petitioner's station and impairing its ability to compete with the other stations.

WBUF contends that "the Commission must consider the impact of its actions on investments made by the public in reliance on Commission policies." WBUF estimates that approximately 100,000 sets in the Buffalo area are capable of receiving uhf and that more than $5 million have been invested by the public for this purpose.

WBUF contends that it well knew that it would be subjected to vhf competition and that there were few uhf receivers, "but it also knew that if the Commission followed its own rules and regulations, petitioner would have a year to 18 months before additional vhf competition could be expected. Petitioner counted on this period to make uhf so attractive to the public that most if not all of the sets in the area would be able to receive uhf programs."

Sylvania Will Appeal FTC Examiner's Decision

SYLVANIA Electric Products Inc. last week announced it will appeal Federal Trade Commission Hearing Examiner Webster Ballinger's initial decision Dec. 23 ordering the firm to cease discriminatory price practices in sale of its radio tubes.

The examiner's order followed hearing on a complaint Sylvania sold replacement tubes to Philco Corp. at prices lower than Sylvania sold to its own distributors [i.e., the manufacturer's price], thus permitting Philco distributors to undersell Sylvania distributors [B•T, May 11, 1953].

The examiner also dismissed on a technicality the FTC complaint against Philco that it "knowingly" induced and encouraged the practice. Sylvania's defense was based on price figures and the difference in the cost of marketing.

Both Sylvania and FTC counsel in support of the complaint had been given 30 days to appeal the examiner's decision. The decision described Sylvania as manufacturer of 25% of U. S. domestic tubes and Philco as the largest manufacturer of radio sets in the U. S. and as Sylvania's biggest tube customer.

Sylvania general counsel Arthur L. B. Richardson, in announcing Sylvania's intention to appeal the initial decision, denied Sylvania's pricing had been discriminatory or contrary to provisions of the Robinson-Patman Amendment to the Clayton Act. He said the acts upon which the finds were based occurred in 1948 and hearings extended over a prolonged period in 1952 and 1953.

'NO COMMENT' SO FAR ON 7-TV LIMIT

Commission's latest proposal in the multiple - ownership field would allow a maximum of five vhfs.

NO OFFICIAL comment, pro or con, had been filed with FCC by the middle of last week concerning the Commission's proposed rule-making proceeding looking toward amendment of the new multiple ownership rules so as to allow common ownership of seven television stations, not more than five of which may be vhf [B•T, Dec. 28, 1953].

The new multiple ownership rules, issued in late November, limit tv station holdings to five by a single interest and similarly limit am and fm holdings to seven each [B•T, Nov. 30, 1953]. The proposal to allow an additional two uhf stations was announced Dec. 24. It drew a dissenting opinion by Comr. Frieda B. Hennock and included a concurring view by Comr. Robert T. Bartley. Comments on the proposal are due Feb. 1.

Text of the proposed rule-making notice and the separate opinions of Comrs. Hennock and Bartley follows:

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington 25, D. C.

DOCKET NO. 10822
FCC 53-1720
98973

In the Matter of Amendment of Section 3.636 of the Commission's Rules and Regulations relating to multiple ownership of television broadcast stations.

NOTICE OF PROPOSED RULE MAKING

1. Notice is hereby given of proposed rule making in the above-entitled matter.

2. The Commission on November 27, 1953 issued its Report and Order (FCC 53-1570) in the recent multiple ownership proceeding in Docket No. 8967, amending the Commission's Rules relating to multiple ownership of broadcast stations. The provisions of Section 3.636 specify a 5-station maximum for television stations, without distinction between vhf and uhf.[1] The Commission pointed out in its Report and Order, however, that several petitions had been filed urging that a distinction be drawn between vhf and uhf stations for multiple ownership purposes, and requesting that either no limitation be placed on the ownership of UHF stations, or that the limitation on television holdings be raised to 7 or 8, with no more than 5 stations in the vhf band. The Commission advised that it was engaged in a study of the position of post-freeze television stations and that it was "deferring consideration of the multiple ownership facet of the uhf question to the over-all uhf study."

3. Three petitions requesting amendment of the television multiple ownership rules to permit additional ownership of uhf stations are pending before the Commission. National Broadcasting Company, Inc. requests that no limit be placed on the ownership of uhf television stations, with the present limit of 5 stations being retained for vhf. Allen B. DuMont Laboratories, Inc. requests that the rules be amended to permit ownership of a maximum of 8 television stations, with no more than 5 in the vhf band. Finally, American Broadcasting Company Inc. (now American Broadcasting-Paramount Theatres, Inc.), requests that the multiple ownership rules be amended to permit ownership of 7 television stations, no more than 5 of which could be in the vhf band. Oppositions to the foregoing petitions were filed by Senator Edwin C. Johnson, New England Television Company, Redwood Broadcasting Company, Inc. and Fairmont Broadcasting Company.

4. The Commission is of the view that the institution of rule making proceedings looking towards amendment of its multiple ownership rules at this time to permit the ownership of additional television stations over and above the present maximum of 5 in order to encourage the rapid and effective development of the uhf band is warranted. On the basis of our review of the petitions and oppositions directed to this matter, we believe that of the proposals before us, an increase in the maximum permissible ownership of television stations to 7, no more than 5 of which may be in the vhf band, is best designed to achieve this objective consistent with preventing an undue concentration of control of television facilities.

5. In view of the foregoing, it is proposed to amend Section 3.636 of the Commission's Rules and Regulations to increase the maximum permissable ownership of television stations to 7, no more than 5 of which may be in the vhf band.

6. Authority for adoption of the proposed amendment is contained in Sections 4 (i), 303 (r), 311, 313 and 314 of the Communications Act of 1934, as amended.

7. Any interested party who is of the opinion that the amendment proposed herein should not be adopted may file with the Commission on or before February 1, 1954, a written statement or brief setting forth his comments. Comments in support of the proposed amendment may also be filed on or before the same date. Comments or briefs in reply to the original comments may be filed within 10 days from the last day for filing said original comments or briefs. The Commission will consider all such comments prior to taking action in this matter, and if any comments appear to warrant the holding of a hearing or oral argument, notice of the time and place of such hearing or oral argument will be given.

8. In accordance with the provisions of Section 1.764 of the Commission's Rules and Regulations, an original and 14 copies of all statements, briefs, or comments shall be furnished the Commission.*

FEDERAL COMMUNICATIONS COMMISSION*
Wm. P. Massing
Acting Secretary

*See attached Dissenting Opinion of Commissioner Hennock.
*See attached Concurring Statement of Commissioner Robert T. Bartley.

Adopted: December 23, 1953
Released: December 24, 1953

DISSENTING OPINION OF COMMISSIONER HENNOCK

The Commission is proposing today to raise to seven the limit on multiple station ownership in television with a proviso that no more than five may be vhf stations. The sole reason for this proposal stated in the Notice is that "the institution of rule making proceedings looking toward amendment of [the] multiple ownership rules to permit the ownership of additional television stations over and above the present maximum of five" is warranted "in order to encourage the rapid and effective development of the uhf band."

At the outset let me say that I was always greatly concerned about the development of the uhf band. This concern caused me to dissent to the portion of the Sixth Report and Order which granted vhf increases in power and antenna height and thereby enhanced it at the expense of uhf. Similarly, I registered my opposition to the Commission's action of July 14, 1953, revising its application processing procedure for tv stations without according the necessary and desirable priority that should have been afforded applications for uhf stations. (Public Notice 93339). Finally, I dissented to the Public Notice of August 24, 1953, which established a priority list of cities grouped in accordance with the mentioned revised procedure, because it contained no provision specifically designed to give further impetus to the development of uhf. (Public Notice 94069).

I dissent to this Notice of Proposed Rule Making because in my opinion there is no justification for relaxing the multiple ownership rule in television, and because there is valid reason for the view that such a relaxation is warranted "in order to encourage the rapid and effective development of the uhf band."

The basis for having placed the limit on the multiple ownership of tv stations at five as dis-

[1] Section 3.636, as of the date of this decision, provides as follows:

Section 3.636 *Multiple Ownership*—(a) No license for a television broadcast station shall be granted to any party (including all parties under common control[2]) if

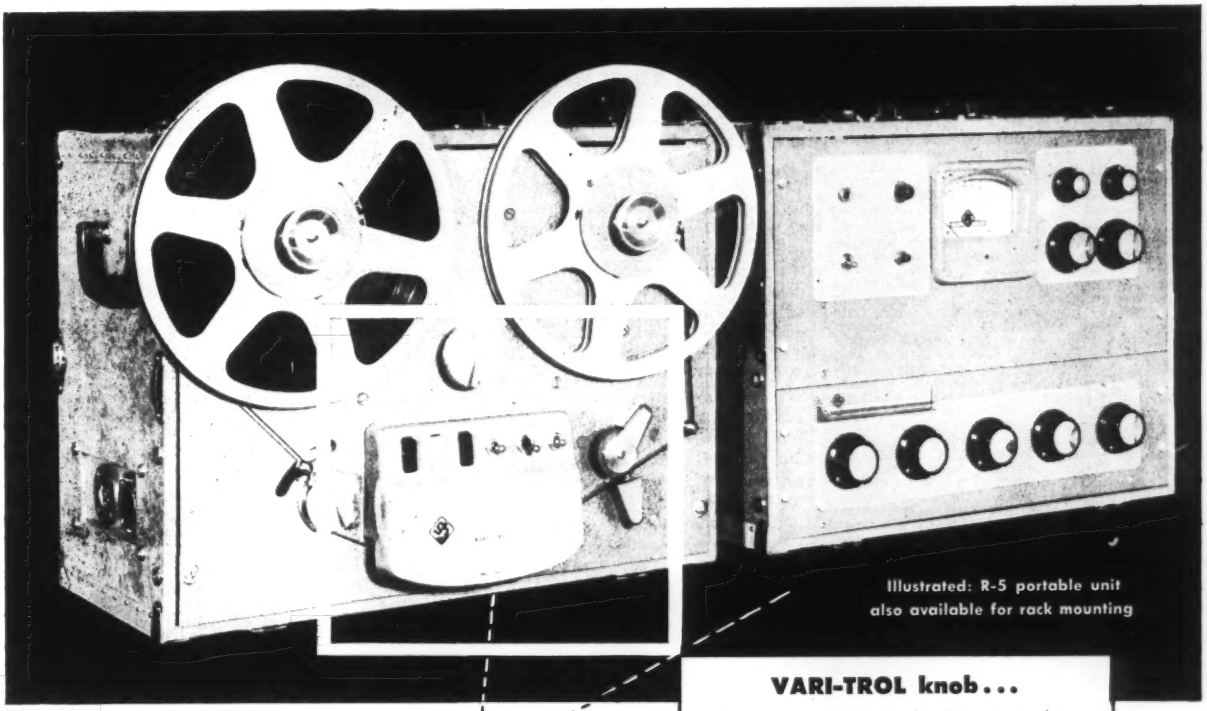
(1) such party directly or indirectly owns, operates or controls another television broadcast station which serves substantially the same area; or

(2) such party, or any stockholder, officer or director of such party, directly or indirectly owns, operates, controls, or has any interest in or is an officer or director of any other television broadcast station if the grant of such license would result in a concentration of control of television broadcasting in a manner inconsistent with public interest, convenience, or necessity. In determining whether there is such a concentration of control, consideration will be given to the facts of each case with particular reference to such factors as the size, extent and location of areas served, the number of people served, and the extent of other competitive service to the areas in question. The Commission, however, will in any event consider that there would be such a concentration of control contrary to the public interest, convenience or necessity for any party or any of its stockholders, officers or directors to have a direct or indirect interest in, or be stockholders, officers, or directors of, more than five television broadcast stations.[2a]

(b) Paragraph (a) of this section is not applicable to noncommercial educational stations.

[2] The word "control" as used herein is not limited to majority stock ownership, but includes actual working control in whatever manner exercised.

[2a] In applying the provisions of paragraph (a) of this section to the stockholders of a corporation which has more than 50 voting stockholders, only those stockholders need be considered who are officers or directors or who directly or indirectly own 1% or more of the outstanding voting stock.



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tinguished from seven in am has been the recognition that there are considerably less tv than am stations in operation. This situation is expected to continue in the immediately foreseeable future. Accordingly, no reason exists for raising the limit and none is given by the majority specifically to justify it.

It is significant that the impetus for the institution of this rule making proceeding is derived from petitions filed by networks referred to in Paragraph three of the Notice. No request for such relaxation of the multiple ownership rule has been made by a single one of the more than 300 uhf applicants or permittees who, I think, would be the persons most anxious "to encourage the rapid and effective development of the uhf band." On the contrary, opposition to the mentioned petitions was filed by two uhf permittees.

These petitions were filed in the proceeding in Docket 8967 which was concluded on November 25, 1953, after having been pending for five years, by adopting, among things, the rule limiting the multiple ownership in television to five stations without distinction between vhf and uhf. This is the very rule the Commission now, scarcely four weeks later and even before it has become effective, proposes to amend. In its Report and Order of November 25, 1953, the Commission advised petitioners that it was engaged in a study of the position of post-freeze television stations noting that the Ultra High Frequency Television Association was also engaged along this line. Accordingly, the Commission was "deferring consideration of the multiple ownership facet of the aware that the UHF Television Association has aware that the uhf Television Association has completed its study. I would think, however, that before proposing a solution intended to encourage the development of uhf, the Commission would want to have the benefit of their findings.

In any case, presumably, the study in which the Commission was engaged has now been concluded and the instant proposal, I assume, is based on its findings. If so, these findings should be fully set forth in this Notice. For if the Commission feels that it is necessary to encourage the development of the uhf band and that the relaxation of our multiple ownership rule will accomplish this, it should particularize the areas where such encouragement is needed and show why the proposal is adapted to that end. The Notice completely fails in this respect. Dealing with a new tv field where information concerning the position of uhf is scarce and conflicting, the Notice fails to give interested persons any specific issues to which they could address their comments. Instead it leaves all to their imagination. This, I feel, is not conducive to the establishment of a sound record on which final action could be based.

Instead of proposing any change in the multiple ownership rule, I would institute a public proceeding designed to explore all facets of the uhf problem; e.g., the economics of uhf, the availability of network affiliations; the competitive relationship between vhf and uhf; the actual progress in the development and manufacture of high-power transmitting apparatus, and the manufacture and distribution of adequate receivers; and the position of uhf vis-a-vis vhf with respect to engineering, hearing schedules, programming and other basic and important factors. The resulting factual record would enable the Commission to make an enlightened judgment as to what is needed "to encourage the rapid and effective development of the uhf band," and on the basis of such a record and judgment to determine the solution that is demanded in the public interest.

CONCURRING STATEMENT OF COMMISSIONER ROBERT T. BARTLEY

I concur in the issuance of the instant Notice of Proposed Rule Making, for the purpose of eliciting current comments and arguments, pro and con, with respect to the proposal for increasing the maximum limitation on ownership of television stations.

However, on the basis of the arguments presented in the petitions presently before us, I am not convinced that the public interest will be served merely by raising the ceiling on television station ownership as proposed.

My ultimate position in the matter will, of course, await careful consideration of the comments filed in this rule making proceeding.

New Call Letters Denied

REQUEST of Lee Broadcasting Co. for call letters WTAD-TV for its newly acquired KHQA-TV Hannibal, Mo., has been turned down by FCC as contrary to the Commission's rules since WTAD is the common call for Lee Broadcasting's am and fm stations at Quincy, Ill. KHQA-TV operates on vhf ch. 7. WTAD gave up its vhf ch. 10 bid at Quincy when it acquired the Hannibal tv station. Ch. 10 at Quincy was awarded to WGEM there [B•T, June 22, 1953].

FCC Orders Pre-Sunrise Stop to WRIS, WGRD

FCC last week told WRIS Roanoke, Va., and WGRD Grand Rapids, Mich., that they cannot operate before local sunrise due to interference to WING Dayton, Ohio. Petitions by both stations to revoke FCC's telegraphic notice to cease pre-dawn operations [B•T, Dec. 28, 14, 1953] were denied—but the way was left open for both stations to ask for oral argument.

WING, operating on 1410 kc with 5 kw unlimited, claimed in November that both stations' operations before local sunrise were causing objectionable and undue interference to its normally protected contour (2.5 mv/m groundwave). WING begins operations at 5 a.m. weekdays and 7 a.m. Sundays. Both WRIS and WGRD operate on the same 1410 kc wavelength, the former with 5 kw daytime only, the latter with 1 kw daytime only. Both had been operating before local sunrise. This cuts WING's protected contour to 16 mv/m on the part of WRIS and 8 mv/m on the part of WGRD.

To arguments by WRIS and WGRD that the Commission's action ordering cessation of pre-sunrise broadcasts was taken without a hearing, the FCC answered that the rules expressly provide for such action when interference is caused to a Class III-A station.

Gen. Taylor Criticizes McCarthy Probes as 'Excesses'

BRIG. GEN. TELFORD TAYLOR, attorney, former counsel to the Joint Committee on Educational Television and FCC general counsel, says he believes in Congressional investigations but that "abuses and excesses" like those indulged in by Sen. Joseph R. McCarthy (R-Wis.) tend to degrade the process.

Gen. Taylor, who tangled with the Senator a few weeks ago [B•T, Dec. 14, 1953], proposed the creation of a new Joint Congressional Committee on Internal Security. Sen. McCarthy last Wednesday said his committee would subpoena the general to testify this month on what he knows about espionage at Fort Monmouth, N. J. Sen. McCarthy also said he would check further into Gen. Taylor's background in preparation of the hearing.

Gen. Taylor's views were printed in *Newsweek* magazine.

Court Upholds WILS-TV

WILS-TV Lansing, Mich., uhf station, carried the Detroit Lions-Cleveland Browns championship football game Dec. 27 after receiving a favorable court ruling. Judge Marvin J. Salmon, of Ingham County Circuit Court, on Dec. 26 dismissed a bill of compaint filed by WJIM-TV, vhf station there, and denied an injunction request following a five-hour hearing.

Judge Salmon held that since Miller Brewing Co., game sponsor, negotiated for the WILS-TV time through DuMont network, there was no reason to issue an injunction. Harold Gross, WJIM-TV president, had asked DuMont to show cause why the program should not be carried on WJIM-TV.

WKDN Grant Proposed

INITIAL DECISION proposing to grant WKDN Camden, N. J., a new tv station on uhf ch. 17 was issued last week by FCC Hearing Examiner Thomas H. Donahue. Action on the ch. 17 facility was made possible by dismissal a fortnight ago of the competitive bid of WJMJ Philadelphia.

DINE & KALMUS FORM NEW FIRM

FORMATION of Dine & Kalmus, public relations firm, was announced last week by Josef C. Dine, who resigned as public relations director of Frederic W. Ziv Co. to help set up the new company, and Allan H. Kalmus, former director of the Lever Bros. press bureau.

The firm goes into operation today (Monday) with New York headquarters at 4 W. 58th St. and branch offices in Chicago, Miami,

Mr. Dine

Mr. Kalmus

Washington, Boston and Hollywood. It will specialize in public relations, publicity, sales development and promotion.

Both principals formerly were associated with NBC, Mr. Dine as director of the press department for four years before moving to the Ziv company in April 1952, and Mr. Kalmus in handling tv publicity from 1946 until September 1952 when he moved to Lever. Mr. Dine served in the Army during World War II, rising to the rank of major, and before the war was a reporter for WSYR Syracuse and a newspaperman in Worcester, Mass. Mr. Kalmus formerly was a news writer with WQXR New York and during the war was with OWI.

Gautney, Jones Open Office As Consulting Engineers Firm

NEW Washington consulting engineering firm of Gautney & Jones was announced last week, comprising George E. Gautney and Carl Jones, former chief of the Federal Civil Defense Administration radio branch. Mr. Jones was graduated from George Washington U. and Catholic U., both Washington, worked with consulting engineer John Barron and in the tv engineering division of the FCC until March 1951 when he left to join FCDA. During World War II, Mr. Jones served as a naval aviator. Mr. Gautney has been in practice in Washington since 1944, first with John Barron and then with Homer Ray as Gautney & Ray. In mid-1952, Mr. Gautney established his own office.

Zugsmith in New Quarters

THE Albert Zugsmith Corp., radio, tv and newspaper brokers and consultants, has announced the company's offices now will be located in its own building at 12015 San Vicente Blvd., W. Los Angeles 49, Calif. Telephone numbers: Arizona 8-8294, 9-2776.

RAYTHEON

MICROWAVE SPECIALISTS FOR TELEVISION

Studio-Transmitter Links
Remotes • Interconnection

TRFH Special casting assures rigidity of parabola in all applications.

now *meets full FCC specifications for STL*

— 15,000 cycles audio frequency response
— better than 55 db signal to noise ratio

KTR-100 provides in almost unbelievably light and compact form complete equipment for multiplex wide band video and high quality audio transmission and reception.

Highly portable yet ideally adapted for permanent installation, it is extremely easy to set up and operate in any location — with installation, control and servicing features never before available.

From unit packaging to IF strips, RF plumbing and audio circuits, the Raytheon KTR-100 is entirely new. Introduced only after long research and development, it combines the best efforts of Raytheon specialists in every phase of electronics with the advice of television engineers, industry professionals and consulting engineers.

Before you buy equipment for remote pick-up, STL or network interconnection, look into the Raytheon high and low power microwave—DESIGNED FOR TELEVISION. Write for complete information. Inquiries invited concerning special government or industrial applications.

RRFH Change parabola or feed from rear in one minute.

Recent Shipments Cover the Country

Stations from coast to coast will tell you that Raytheon KTR-100 is tops for simplicity, dependability, operating convenience and economy. Shipments are now being made on schedule.

KDUB-TV — Lubbock, Texas	**WCIA** — Champaign, Ill.	**WAYS-TV** — Charlotte, N. C.
WTTG — Washington, D. C.	**KNUZ-TV** — Houston, Texas	**KLPR** — Oklahoma City, Okla.
KVOS-TV — Bellingham, Wash.	**KOAT-TV** — Albuquerque, N.M.	**KFBC-TV** — Cheyenne, Wyo.
WHYN-TV — Holyoke, Mass.	**WTAP** — Parkersburg, W. Va.	**WCHA** — Chambersburg, Pa.
WTVE — Elmira, N. Y.	**KIEM-TV** — Eureka, Calif.	**KBOI** — Boise, Idaho
KCCC — Sacramento, Calif.	**WTAD** — Quincy, Ill.	**CBC** — Vancouver, Canada
KOMU — Columbia, Mo.	**KETX-TV** — Tyler, Texas	**KACY** — St. Louis, Mo.

RCU Circuit design and packaging by specialists.

RAYTHEON
Excellence in Electronics

RAYTHEON MANUFACTURING CO.

Equipment Sales Division

Dept. 6270 BT WALTHAM 54, MASSACHUSETTS

TCU Light and convenient with standardized connections at end of case.

1953 SAW 225 MORE TV STARTS OVER U. S.

Year's last week adds 12 more stations to the total. Nearly 360 now on air. Forecast for '54: another 200.

NEW tv station debuts totaled 12 last week, while opening tv markets in seven communities. Thus the first post-thaw calendar year ended with about 225 stations, including two noncommercial outlets, beginning operations.

The number of operating stations now is near the 360 mark with the possibility of over 200 more stations going on the air in 1954, although the pace will not be as active as 1953.

The 12 stations that went on the air last week were:

WEAR-TV Pensacola, Fla., vhf ch. 3 (CBS), represented by George P. Hollingbery Co.
WDAN-TV Danville, Ill., uhf ch. 24, represented by Everett-McKinney Inc.
KSLA (TV) Shreveport, La., vhf ch. 12 (NBC, CBS), represented by Paul H. Raymer Co.
WWTV (TV) Cadillac, Mich., vhf ch. 13 (CBS, ABC, DuMont), represented by Weed Tv Inc.
WLBT (TV) Jackson, Miss., vhf ch. 3 (NBC), represented by George P. Hollingbery Co.
WCOC-TV Meridian, Miss., uhf ch. 30.
KHOL-TV Kearney, Neb., vhf ch. 13 (CBS, DuMont), represented by Meeker Tv Inc.
WMFD-TV Wilmington, N. C., vhf ch. 6 (NBC), represented by Weed Tv Inc.
WARM-TV Scranton, Pa., uhf ch. 16, represented by George P. Hollingbery Co.
WFBC-TV Greenville, S. C., vhf ch. 4 (NBC), represented by Weed Tv Inc.
KRGV-TV Weslaco, Tex., vhf ch. 5 (NBC), represented by Paul H. Raymer Co.
WJPB-TV Fairmont, W. Va., uhf ch. 35, represented by Gill-Perna Inc.

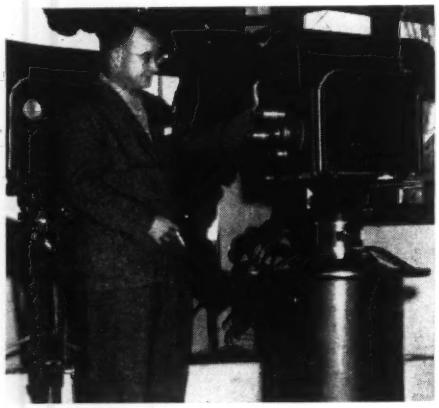
Danville, Shreveport, Cadillac, Kearney, Wilmington, Weslaco and Fairmont got their first local station, four others got their second. Scranton now has three.

KSLA started test patterns a week before it began commercial operations Jan. 1 and said that excellent reception was reported in the immediate area.

Date Stalled

Technical difficulties have stalled the starting date of WMGT (TV) Adams-Pittsfield, Mass. (ch. 74), to Jan. 15. Portions of the new high gain antenna need reworking after failing to meet final tests, Leon Podolsky, president, reported. WMGT was to have begun Christmas day.

KARK-TV Little Rock, Ark. (ch. 4), announced the arrival of its antenna and 25 kw transmitter. The station will feature NBC-TV programs and is represented by Edward Petry & Co., Carol Vinson, promotion manager, announced.



INSPECTING RCA tv studio cameras to be used by KARK-TV Little Rock for its proposed interim operation beginning next spring on vhf ch. 4, is T. K. Barton, vice president-general manager of KARK-AM-TV. The combined am-tv facilities will be the largest of any in Arkansas, the station claims. KARK-TV will be affiliated with NBC-TV and represented by Petry.

New grantee in Joplin, Mo., Air Time Inc., expects to be affiliated with CBS-TV and will use RCA for its basic equipment, according to Austin A. Harrison, president.

KATV (TV) Pine Bluff, Ark. (ch. 7), which started regular operation Dec. 19, said that fine reception was reported within a 100-mile radius.

Starting commercial operation with an experienced 10-man staff last month WRAY-TV Princeton, Ind. (ch. 52), programs from 4 p.m. to midnight every day with local live shows consisting of news, sports and variety shows, according to Robert L. Epstein, general manager.

WNCT (TV) Greenville, N. C. (ch. 9), started regular programming Dec. 22, affiliated with CBS-TV and DuMont. It is represented by John E. Pearson Tv.

The U. of Missouri's commercial station, KOMU-TV Columbia, Mo. (ch. 8), has received wires and telephone reports indicating strong signal 85 miles northeast at Quincy, Ill., and 70 miles south at Rolla, Mo., according to a station spokesman. The station began programming Dec. 21.

WEAU-TV Eau Claire, Wis. (ch. 13), started commercial telecasting Dec. 23 with an estimated area set count of 54,230, Richard P. Kepler, manager, reported.

KTVA (TV) Anchorage, Alaska (ch. 11), began regular operations Dec. 11 with dedicatory program featuring guest appearances by civilian and top-ranking military personalities, stressing the idea that Anchorage is a two-part community.

Stations due on the air in the next 30 days are:

CALIFORNIA

KQED (TV) Berkeley-San Francisco, vhf ch. *9, January '54.
KBID (TV) Fresno, uhf ch. 53, represented by Meeker Tv Inc., January '54.

FLORIDA

WEAR-TV Pensacola, vhf ch. 3 (CBS), represented by George P. Hollingbery Co., Dec. 31.

ILLINOIS

WDAN-TV Danville, uhf ch. 24, represented by Everett-McKinney Inc., Dec. 27 (granted STA Dec. 16).

KENTUCKY

WLOU-TV Louisville, uhf ch. 41, January '54.

LOUISIANA

WNCO-TV New Orleans, uhf ch. 32, January '54.
KSLA (TV) Shreveport, vhf ch. 12 (NBC, CBS), represented by Paul H. Raymer, Jan. 1 (granted STA Dec. 21).

MASSACHUSETTS

WMGT (TV) Adams-Pittsfield, uhf ch. 74, represented by Walker Representation Co., Jan. 15.

MICHIGAN

WNEM-TV Bay City-Saginaw, vhf ch. 5, represented by Headley-Reed Tv Inc., Jan. 24.
WWTV (TV) Cadillac, vhf ch. 13 (CBS, ABC, DuMont), represented by Weed Tv Inc., Jan. 3 (granted STA Sept. 29).
WKAR-TV East Lansing, uhf ch. *60, Jan. 15.

MISSISSIPPI

WLBT (TV) Jackson, vhf ch. 3 (NBC), represented by George P. Hollingbery Co., Dec. 28 (granted STA Oct. 19).
WSLI-TV Jackson, vhf ch. 12 (ABC), represented by Weed Tv Inc., January '54.
WCOC-TV Meridian, uhf ch. 30, Jan. 1 (granted STA Nov. 13).

NEBRASKA

KHOL-TV Kearney, vhf ch. 13 (CBS, DuMont), represented by Meeker Tv Inc., December '53 (granted STA Oct. 29).

NEW JERSEY

WRTV (TV) Asbury Park, uhf ch. 58, Jan. 9 (granted STA Dec. 10).

NEW YORK

WKNY-TV Kingston, uhf ch. 66 (NBC, CBS, DuMont), represented by Meeker Tv Inc., January '54.
WEOK-TV Poughkeepsie, uhf ch. 21, January '54.
WTRI (TV) Schenectady, uhf ch. 35, Jan. 15.

NORTH CAROLINA

WAYS-TV Charlotte, uhf ch. 36 (ABC), represented by The Bolling Co., Jan. 15.
WMFD-TV Wilmington, vhf ch. 6 (NBC), represented by Weed Tv Inc., Dec. 31 (granted STA Dec. 11).

OKLAHOMA

KCEB (TV) Tulsa, uhf ch. 23, represented by The Bolling Co., Jan. 15.

OREGON

KPIC (TV) Salem, uhf ch. 24, January '54 (granted STA Aug. 4).

PENNSYLVANIA

WARM-TV Scranton, uhf ch. 16, represented by George P. Hollingbery Co., Jan. 1.

SOUTH CAROLINA

WACA-TV Camden, uhf ch. 15, January '54.
WFBC-TV Greenville, vhf ch. 4 (NBC), represented by Weed Tv Inc., Jan. 1.
WSCV (TV) Spartanburg, uhf ch. 17, January '54.

TENNESSEE

WLAC-TV Old Hickory (Nashville), vhf ch. 5, January '54.

TEXAS

KRGV-TV Weslaco, vhf ch. 5 (NBC), represented by Paul H. Raymer, Jan. 1.

VIRGINIA

WBTM-TV Danville, uhf ch. 24, represented by George P. Hollingbery Co., Jan. 15.

WASHINGTON

KVAN-TV Vancouver (Wash.)-Portland (Ore.), uhf ch. 21, Jan. 15.

WEST VIRGINIA

WJPB-TV Fairmont, uhf ch. 35, represented by

OPENING night for KATV (TV) Pine Bluff, Ark., and the "Janette Davis Homecoming" program, for the Arthur Godfrey singer, were combined as the ch. 7 station went on the air Dec. 19. Attending the dedicatory program were (l to r) James P. Walker, KATV general manager; Gov. Francis Cherry of Arkansas; Miss Davis, and James C. Leake, executive vice president, Central South Sales Co., station licensee.

Gill-Perna Inc., Jan. 1.

WISCONSIN

WNAM-TV Neenah, uhf ch. 42, represented by George W. Clark Inc., Jan. 11.

WYOMING

KFBC-TV Cheyenne, vhf ch. 5 (CBS), represented by George P. Hollingbery Co., Jan. 15 (granted STA Dec. 3).

HAWAII

KULA-TV Honolulu, vhf ch. 4, January '54.

DISCUSSING future plans of WRAY-TV Princeton, Ind. (ch. 52), are M. R. Lankford, president (l), and Robert L. Epstein, general manager. The uhf outlet started commercial telecasting Dec. 10 and reported that conversions are taking place so rapidly that all dealers are behind in their work.

Heintz Vice Pres.-Gen. Mgr. Of Copley Radio-Tv Interests

JACK HEINTZ, vice president and general manager, KSDO San Diego, Calif., has been appointed vice president and general manager of the radio-tv properties of Copley Press Inc., which includes KLAC-TV Hollywood, recently purchased from Mrs. Dorothy Schiff Sonnenborn, *New York Post* publisher for $1,375,000 [B•T, Dec. 28, Nov. 16, 1953]. Copley Press publishes 15 newspapers in Southern California and Illinois and has interest in KSDO. Wilson Edwards, KSDO assistant manager has been named station manager.

A. G. Flanagan, commercial manager, XETV (TV) Tijuana, joins KLAC-TV as assistant general manager. Mr. Heintz will headquarter in Hollywood, dividing time between the two stations.

Prefab Metal Framing

PREFABRICATED metal framing has been used by two west coast tv stations —KGO-TV San Francisco and KMJ-TV Fresno—to install studio grids to support lighting and other equipment.

E. A. Nickel, advertising manager, Unistrut Products Co., Chicago, said in both cases Unistrut framings and fittings were quickly assembled by the staff crews who used only wrenches, to provide a "strong framework" at "low cost." KMJ-TV used the framing for building an adjustable, movable grid to support all lighting, sound, projection and other equipment, he said.

KGO-TV's engineers used Unistrut material to install an adjustable scaffolding enabling the studio's two production areas to be lighted from above, without use of floor space. The studio is 46-feet long, 23-feet wide and 17-feet high. The KGO-TV installation took only 80 man-hours, Mr. Nickel said.

Mt. Wilson Fire Spares Los Angeles Tv Towers

TRANSMITTER buildings and antennas of all Los Angeles tv stations appeared in no danger Wednesday as a forest fire on Mt. Wilson came almost to a standstill after winds diminished. The $3 million in equipment and buildings atop Mt. Wilson still faced the danger of a resumption of heavy winds or change in direction, the fire having come within a mile of the "antenna farm."

Forestry officials pointed out that they had eight bulldozers and 44 pumpers working on the fire which could be rushed to the mountain top, should the situation become that critical.

Greatest immediate problem of transmitter personnel was the intense smoke and lack of oxygen, but no one was in actual danger, since roads leading down the mountain remained open, it was said. Executives of KNBH (TV) Hollywood, NBC o&o station, said if evacuation were necessary, they conceivably could set equipment on automatic and remain in operation for some time after the personnel left.

NBC-TV engineers and those of Pacific Telephone and Telegraph Co. said should the worst occur and transmitter buildings of both the station and phone company be damaged, the nation would still receive colorcast of New Year's Day Rose Parade [B•T, Dec. 28, 1953] and the telecast of the Rose Bowl football game. Remote equipment could transmit to the phone company's building in Hollywood and be transmitted nationwide. However, local reception would be blacked out.

Monday as the fire melted lead sheathing of aerial audio cable part way up Mt. Wilson, KECA-TV and KNXT (TV) Hollywood resorted to their own and telephone company microwave equipment temporarily. This they agreed was only an emergency measure in anticipation of more serious trouble, since the cable remained in operation throughout. Both stations resumed use of the cable shortly after repairs were made by the phone company emergency crew. Meanwhile, 24 message circuit microwave radio relay transmission equipment of the telephone company was standing by in case of further difficulties.

On the mountain top, company technicians swathed their transmitter's antenna "horns" and plate glass windows with asbestos sheets.

Some transmitter buildings, notably that of KLAC-TV, are of wood and stone construction. Others are concrete built.

Klaus Landsberg, KTLA (TV) general manager, on the scene, told B•T he had crews clear station grounds of trees and brush and that other stations did likewise.

Seigel Again Heads N. Y. Radio

SEYMOUR N. SEIGEL was to be sworn in for another four-year term as Director of Radio Communications and head of the Municipal Broadcasting System of New York in ceremonies Friday marking the assumption of office of city commissioners and department heads and featuring the inaugural address of Mayor Robert F. Wagner. Municipally owned WNYC planned to cover these ceremonies and others upon the installation of the new city administration, including Mayor Wagner's inauguration on New Year's eve.

The Iowa farmer and his city neighbor have different interests, but when it comes to television they both think of KCRI-TV. The station that *serves* the interests of both. The station that *sells* Iowa's second largest urban market (dollar volume of retail sales) and Northeast Iowa's rich farm market at ⅔ the cost of other local TV media. Pop. 536,190. Retail sales $622.6 million. Gross farm income $485 million. Get all the facts from H-R Television, Inc.

basic **ABC** *affiliate*

kcri-tv *channel* **9**
CEDAR RAPIDS, IOWA
Covering Northeast Iowa

PROVOST NAMED; PECK HEADS WISN

PROMOTION of two broadcast executives of the Hearst Corp. was announced last week.

D. L. (Tony) Provost, vice president and general manager of the Radio & Television Division of the Hearst Corp., was appointed to the corporation's board. Mr. Provost supervises operation of WBAL-AM-TV Baltimore and WISN Milwaukee.

At the same time, Mr. Provost announced elevation of Harry Peck, manager of WISN

Mr. Peck

Mr. Provost

Milwaukee since May 1952, to vice president of the station.

Mr. Peck has been in the broadcast business 20 years, associated with KFBI Abilene, Kans.; KFAB Lincoln, Neb.; KOIL Omaha and in April 1946 as vice president and manager of WDGY Minneapolis-St. Paul before taking over WISN's management.

Richard Stanton Wolfe Dies While Cruising Caribbean

RICHARD STANTON WOLFE, 46, president of RadiOhio Inc. (WBNS Columbus, Ohio) died Dec. 26 while on a holiday cruise in the Caribbean with his family.

Mr. Wolfe also was a newspaper publisher and bank executive. He was vice president, treasurer and director of the Dispatch Printing Co., publishers of *The Columbus Dispatch* and *The Ohio State Journal* and owners of WBNS-TV Columbus. In the financial world, he held the position of executive vice president and director of Banc-ohio Corp. He was a director of the Wolfe Wear-U-Well Corp., shoe manufacturers.

Mr. Wolfe died on the steamship *Coronia* near the Dutch island of Curacoa off the coast of South America. News of his death was cabled to Columbus by his wife. Cause of death was not given. Mr. and Mrs. Wolfe and sons, Richard Martin Wolfe, 19, and Bruce Fowler Wolfe, 10, sailed on Dec. 24.

WOR Reports Top Year

OUTLOOK for WOR-AM-TV New York in 1954 was pictured as "bright" by station officials last week in yearend statements that noted that the tv outlet ended the year 1953 in "the strongest position in its history" and that WOR's list of radio advertisers had grown from 375 in 1951 and 525 in 1952 to 775 in 1953. The radio outlet was said to have had the "largest gross billing and more advertisers than any single station in the country." It was pointed out the most significant developments at WOR-TV were the station's move to the Empire State Bldg., which resulted in increased power, and its improved programming.

Program to Save Uhf

A NEW program idea designed to solve every problem of the small uhf station is being used by WACH (TV) Newport News, Va. The two-hour program is arranged like a movie schedule, e.g., news, cartoon, short subject and feature movie, and will be repeated three times each evening (6, 8 and 10 p.m.).

"The viewer can now watch his favorite shows on network stations and still catch one of our three performances," Frederic F. Clair, station manager, said. "An advertiser is assured that all the local audience will see our whole show every evening," he continued. Savings resulting from using one-third the material, production and continuity required for a full evening schedule, make the new idea a low-budget operation with maximum expected audience, it was explained.

The idea was originated by a local tv serviceman, Dave Berents of Norfolk, and will feature a new playbill each day.

WNHC-TV Switches From Six to Eight

WNHC-TV New Haven, Conn., switched to ch. 8 Dec. 19, making the change from ch. 6 in accordance with the FCC Sixth Report and Order [B•T, April 14, 1952].

WNHC-TV operated on both channels for a 10-day period ironing out any technical difficulties on its new carrier. Reports on signal clarity have been encouraging.

Highlighting the program commemorating the changeover was a talk by Sylvester L. (Pat) Weaver, NBC president.

Elmer Davis Honored

ELMER DAVIS, radio and television news analyst, last Tuesday was presented with the Lauterbach Award for 1953. Award, consisting of $1,000 in cash, is given annually by the Authors Guild of the Authors League of America for contribution in the field of civil liberty. Ceremony was held in the studios of WABC New York and carried by the ABC Radio network.

WTRF-TV Sets Boost to 316 Kw

WTRF-TV Wheeling, W. Va., plans to boost its output to 316 kw in February, Robert W. Ferguson, station executive vice president, has announced. Station also will increase its programming to 105 hours weekly, with about 22% of the programs originating from the Ogden Bldg. studios.

Letters of Approval

WHUM-TV Reading, Pa., increased its uhf ch. 61 power to 260 kw and installed a new antenna atop its 1,000-ft. tower —and local viewers and sponsors responded with letters of praise and congratulations at the improved picture.

Typical of the comments received was one by a sponsor in Phillipsburg, N. J.: "I am in a bad location for tv, bound in by College Hill in Easton (Pa.) and Phillipsburg Hill in New Jersey—so surprised at next to perfect reception. Kept you on all night."

SPECIALLY-equipped station wagon to be used by KOMA-KWTV (TV) Oklahoma City for am-tv news services is inspected by Edgar T. Bell (standing), KWTV general manager, and Bruce Palmer, news director for both stations.

NBC SPOT SALES REPORTS RECORD '53

A $5 million increase to $22 million puts the sales figure 33% over 1952, McFadden announces.

RECORD-BREAKING $22 million in billings was recorded by NBC Spot Sales in 1953, representing an increase of $5 million over 1952 billings, Thomas B. McFadden, director of NBC Spot Sales, announced last week.

Pointing out that the 1953 figure was 33% over billings in 1952, Mr. McFadden said total billings for radio reached $4½ million and for television, more than $17½ million. He stressed that the $5 million overall increase represents net dollar bookings after agency commissions and discounts are considered.

Mr. McFadden said that total billings for radio in 1953 were $860,000 over the 1952 figures, representing a 23% increase for NBC Spot Sales as compared with an industry-wide published figure of an 8% gain. He noted that these increases were recorded for stations long represented by NBC Spot Sales, adding that one station had increased billings over 1952 by 64%.

Tv Billings

In television, Mr. McFadden continued, total billings were more than $4½ million over 1952. He reported that billings at NBC owned-and-operated stations were 22% greater than in 1952, while at non-owned tv stations represented by NBC Spot Sales, they were 56% ahead of 1952, with one station registering a gain of 61%.

In releasing the report, Mr. McFadden explained 1953 was the first full operating year under the new organization. He said:

"In the last six months of 1952, we went through a major reorganization at NBC Spot Sales. In 1953 we expanded and consolidated our staff which resulted in the record-breaking sales story we have to tell today."

In the process of reorganization, Mr. McFadden said, the selling staff of the unit was ex-

WGY-Land is Vacationland
AND RADIO GOES WHERE VACATIONERS GO

From the first winter snow until the Spring thaw, winter sports fans from all over the country flock to upper New York State and New England. As in the summer WGY-Land again becomes vacationland for millions of people. From Lake Placid to the Catskills, from the Finger Lakes to the Green Mountains, wherever people ski or sled or skate, WGY reaches an increased audience all through the winter season.

WGY A GENERAL ELECTRIC STATION, SCHENECTADY, NEW YORK

Represented Nationally by Henry I. Christal Company
NEW YORK—BOSTON—CHICAGO—DETROIT—SAN FRANCISCO

panded from 24 to 44 men, divided equally between radio and television. An incentive compensation plan was inaugurated, he continued, which permits each salesman to earn 25% over his base salary.

Other practices cited by Mr. McFadden as contributing to the climb in sales were a new business development department, which creates "tailor-made pitches" for specific clients, and a cash prize plan, under which more than $20,000 was presented to members of the NBC Spot Sales staff during 1953.

He singled out "Electronic Spot Buying" as the most forceful sales technique developed during the year. It is a method of selling spot radio and television by "live" demonstration through the use of coaxial cable or microwave facilities. In practice, ESB permits advertising executives in New York, Washington, Cleveland, Chicago and Hollywood to witness a "live," closed-circuit demonstration in any of those cities of a program presented locally in any of the other cities.

During the past year, Mr. McFadden said, NBC Spot Sales was appointed national sales representative for KSD-AM-TV St. Louis; KONA (TV) and KGU Honolulu and WAVE-AM-TV Louisville. Other stations represented by the unit include KPTV (TV) Portland, WNBC-WNBT (TV) New York, WRC-WNBW (TV) Washington, WTAM-WNBK (TV) Cleveland, WMAQ-WNBQ (TV) Chicago, KNBC San Francisco, KNBH (TV) Hollywood and WRGB (TV) Schenectady.

NBC Spot Sales is a component of the NBC owned-and-operated stations division under Charles R. Denny, NBC vice president in charge of that division.

Venard Inc. Opens With 23 Ams, 8 Tvs

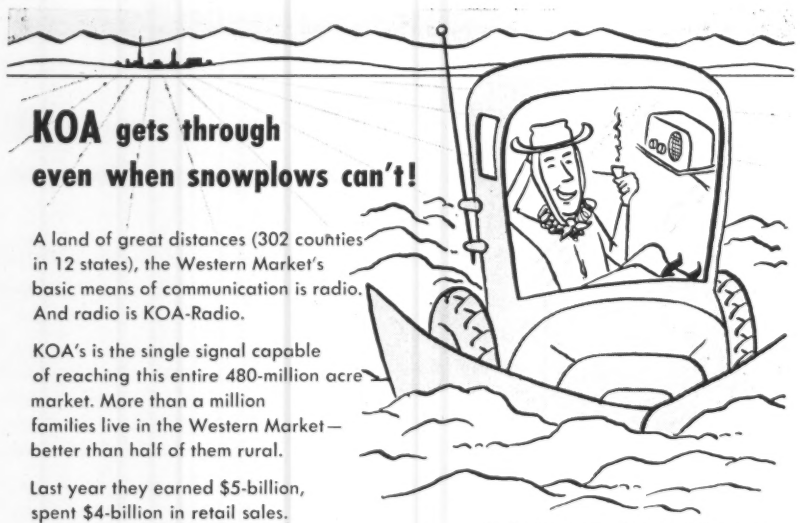
VENARD Inc., new station representative organization which begins operations today (Monday) with headquarters in Suite 3701, 444 Madison Ave., New York [B•T, Dec. 28, 1953], will represent 23 radio stations, eight tv stations and the Oklahoma Network, Lloyd George Venard, president, announced.

Radio stations are: WHBC Canton, Ohio; WERE Cleveland; WAGE Syracuse; WPDQ Jacksonville, Fla.; WHHM Memphis; WCOV Montgomery, Ala.; WILS Lansing, Mich.; WMAN Mansfield, Ohio; WPAY Portsmouth, Ohio; WPJB Providence, R. I.; KCMC Texarkana, Tex.; KBUR Burlington, Iowa; KMLB Monroe, La.; KTRI Sioux City, Iowa; WORZ Orlando, Fla.; WBSR Pensacola, Fla.; WJTN Jamestown, New York; WLOS Asheville, N. C.; KWBW Hutchinson, Kan.; KTXL San Angelo, Tex.; KTBB Tyler, Tex.; KWKC Abilene, Tex.; KTRE Lufkin, Tex.

Tv stations are: WFIE-TV Evansville, Ind.; WITV (TV) Miami; WKLO-TV Louisville; KCMC-TV Texarkana; WCOV-TV Montgomery; WILS-TV Lansing; KMID-TV Midland-Odessa, Tex.; KTXL-TV San Angelo.

Meyers Manages

Howard B. Meyers will be Chicago manager of Venard Inc., Mr. Venard said, with headquarters at 35 E. Wacker Drive. Duncan Scott will be the firm's West Coast representative with offices in the Mills Bldg., San Francisco. The company also will have offices in Atlanta, Boston, Detroit and Dallas, Mr. Venard said.



KOA gets through even when snowplows can't!

A land of great distances (302 counties in 12 states), the Western Market's basic means of communication is radio. And radio is KOA-Radio.

KOA's is the single signal capable of reaching this entire 480-million acre market. More than a million families live in the Western Market—better than half of them rural.

Last year they earned $5-billion, spent $4-billion in retail sales.

The Western Market farmer has an income 74.3% greater than the national average. And he's a prime customer for consumer goods of all kinds *plus* the equipment and materials aiding him in his production capacity.

50,000 WATTS • 850 KC
CALL PETRY

In the Western Market: Sell your product...buy KOA-Radio.

KOA DENVER
Covers The West...*Best!*

FOR FOOD ADVERTISERS: KOA FOOD LEAGUE™ AMERICA'S MOST FOOD-CONDITIONED AUDIENCE

AFTER only three days of telecasting, KWTV (TV) Oklahoma City took hold of its first fund raising program and came up with a success in soliciting money for the U. of Oklahoma's marching band to travel to Miami with the Orange Bowl-bound Sooner football team. Congratulating Edgar Bell (r), station's general manager, is Boyd Gunning, Oklahoma U. extension director. Station telecast an evening half-hour show and again that evening carried appeals nearly to midnight. Only $7,000 had been gained by independent efforts but at least twice that figure was needed. Pledges on KWTV alone amounted to $10,000, the station reports.

Broadcasters Aid Milk Bowl Talent Search

AN all-out international search for small fry football talent by The National Milk Bowl, annual classic at Bryan, Tex., for kid football, is getting a helping hand from many radio and tv stations throughout the U. S. and Canada.

Glenn McCarthy, KXYZ Houston, Jack Harris, KPRC Houston, and Gordon McLendon, KLIF Oak Cliff, Tex., are among the members of the board that governs the grid event.

The classic, which features a squad of 27 youngsters from all over the world pitted against a squad of young Texans, is scheduled for the first Saturday in January.

In the past, the event has been broadcast coast-to-coast, with Al Helfer of MBS adding the color of a major bowl contest.

WTMJ-TV Christmas Party

WTMJ-TV Milwaukee's *Foreman Tom* show entertained some 1,000 children members of the western program's "Foreman Tom B-Square Ranch Club" at three Christmas parties. The station awarded $1,000 worth of prizes to contest winners at the parties. The children were winners of a letter-writing contest among the 25,000 members of the "Foreman Tom Club," the station said.

WWDC Party for Aged

WWDC Washington held a Christmas party for residents of the Blue Plains Home for the Aged and Infirm, featuring entertainment and gifts, the latter contributed by the public to WWDC's Christmas fund. The station broadcast a half-hour of the proceedings. Guest star was Renah F. Camalier, District commissioner.

Josef C. Dine and Allan H. Kalmus

announce the opening of the

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Public Relations • Publicity

Promotion • Sales Development

Eighteen years of public relations success in television, tv films, radio, newspapers, magazines, trade publications, and industry.

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PERSONNEL RELATIONS

AFM, RECORDERS TO TALK CONTRACT

NEGOTIATIONS between the American Federation of Musicians (AFL) and the recording and transcription industry over a new contract are scheduled to be renewed in New York today (Monday). The contract was to expire last Thursday but both sides reportedly agreed to keep the pact in force until a new agreement is reached, with the understanding that a new contract be retroactive to Dec. 31, 1953.

Negotiations with the recording and transcription industry are preliminary to talks with the radio and television networks, which are scheduled to begin about mid-January. These contracts expire Feb. 1, 1954. A spokesman for one recording company told B•T last week that the recording and transcription companies are "very optimistic" about reaching an agreement with AFM some time this week.

TWA Slates Vote on Officer Who Wouldn't Answer Solons

DECISION on whether or not to oust one of its officers for refusal to answer questions on purported communist membership will be handed down by the Western Region, Television Writers of America, in a mail referendum and mass meeting early this month.

Joan La Cour, executive secretary of the Western group, refused to answer such questions at a closed hearing by a House Un-American Activities subcommittee [B•T, Dec. 21, 1953]. New York members of the writers association reportedly demanded her resignation; the TWA executive board decided to hold the mail vote.

Non-Theatrical Producers Organize Bargaining Unit

NON-THEATRICAL Motion Picture Producers Assn. has been formed in Hollywood by producers of non-theatrical motion pictures as a trade association to bargain collectively with guilds and unions for more favorable wage scales and working conditions than those in effect for theatrical film producers.

Carl W. Dudley, president of Dudley Pictures Corp. and Dudley Television Corp., is president. Other officers include David Lurie, Wolff Studios, vice president; Jerry King, Polaris Productions, secretary, and Carl Swanstrom, Centaur Productions, treasurer.

Talks with unions and guilds have been underway for some time, according to Mr. Dudley, who said the association was formed to facilitate signing of contracts.

NLRB Election at Sovereign

NATIONAL Labor Relations Board will hold an election before Jan. 15 to determine whether clerical workers at Sovereign Productions Inc., Hollywood tv film company, want the Office Employes International Union AFL, Local 174, as their bargaining agent. The election's outcome is expected to set a pattern for 15 other producer-members of the Alliance of Television Film Producers. The Alliance's petition that representation elections be held simultaneously among workers employed by ATFP members was overruled by NLRB, which decreed that elections would be on a single-employer basis.

NETWORKS

MBS AFFILIATES' IDEAS TO BE EXPLORED IN BILOXI JAN. 18-19 MEET WITH NETWORK

Convention will be affiliate-sponsored. Top network officials will be guests of stations. On agenda is affiliation concept developed last summer by the Mutual Affiliates Advisory Committee.

MBS affiliates will have a chance to offer their individual ideas about the type of service to be provided by the network when they meet Jan. 18-19 at Buena Vista Hotel, Biloxi, Miss.

The convention is strictly an affiliate-sponsored project, with top network officials invited to attend as guests of the stations, according to Victor C. Diehm, head of the Diehm station group in the Northeast and chairman of the Mutual Affiliates Advisory Committee.

"This will be the affiliates' own convention," Mr. Diehm told B•T. "At least 250 of the 560 affiliate stations will be represented, possibly 300, judging by replies to a questionnaire survey conducted around the nation by individual MAAC members. The 560 affiliates will have a chance to say what they think and to make any suggestions about network-station service and programming" [B•T, Nov. 30, 1953].

On the agenda, of course, will be the new affiliation concept developed last summer by the MAAC group and submitted to the network. This plan provided that affiliates get their payments from the network in the form of free programs for local sale rather than in dollars.

Loud Criticism at First

When the plan was first disclosed last year, it brought loud criticism from several states. Some of this criticism was based on fear that the network was trying to stuff something down the affiliates' throats. Part of the plan had been put into effect despite the handicap of a WOR New York strike that found network and station executives handling staff functions.

When the MAAC group met Nov. 5 it recommended that all affiliation agreements revert to terms in effect before the plan was launched Oct. 1 [B•T, Nov. 9, 1953]. At that time Mr. Diehm, as new MAAC chairman, had stated that a majority of stations considered the new MBS concept sound in principle but agreed its "common denominator" did not win "solid acceptance."

When the convention opens Jan. 18 the affiliates will have their own private session. When all ideas are in, the MBS executives will be invited to the meeting room to answer questions.

Mr. Diehm said affiliates will have a chance "to see what we want and where we're going. We'll put questions to the network officials and get their answers. Out of this discussion we may be able to develop a plan that will help all of us."

Serving with Mr. Diehm on the 14-man MAAC are Rex Howell, KXFJ Grand Junction, Colo., vice chairman, and Robert McRaney, WCBI Columbus, Miss., secretary.

MBS officials invited to the Biloxi convention include Thomas F. O'Neil, president and chairman of the board; J. Glen Taylor, administrative vice president in charge of policy; James E. Wallen, administrative vice president in charge of finance; Robert A. Schmid, administrative vice president in charge of advertising, promotion and research; Earl M. (Pete) Johnston, administrative vice president in charge of station relations and engineering; Adolph N. Hult, vice president in charge of sales.

Also, Herbert Rice, vice president in charge of programs; Jack Poor, legal counsel of General Teleradio; Bert Hauser, vice president in charge of cooperative programming; Charles Godwin, director of station relations; Robert Carpenter, assistant director of station relations; Robert Kennett, and Charles King, station relations; Roy Danish, director of commercial operation; George Ruppel, controller; Francis X. Zuzulo, director of press information.

Members of the MBS board, many of whom are operating station or regional network executives, also have been invited.

Mr. Diehm made clear that the entire proceedings would be under the control of affiliates, with MBS to be host at one or two meals as well as at a hospitality room.

After the MAAC November meeting, some of the committee members said privately they felt there had been general misunderstanding last autumn about the new affiliation idea. They explained that the idea was first developed at a 1952 meeting held at Virginia Beach, Va., and refined at a Cape Cod meeting last June. Involved was the theory that four nationwide radio networks were no longer feasible, under current network concepts, with affiliates bound to suffer.

The MAAC members felt the plan would give prestige to stations and lead to attractive programs plus easy-to-sell adjacencies. Last summer network officials voiced concern over the theory since the headquarters staff was not solidly behind the idea.

In the late summer and early fall the plan was broached to some affiliates at informal regional sessions, though the headquarters strike problem made it difficult for executives to go out on the road and interfered with plans to hold regional conventions for affiliates.

'Deals' Alleged

After the World Series when programs got under way, the product did not live up to promises, some of the affiliates felt. Others claimed the network was offering special deals to some of its more powerful stations. The network asserted it had signed stations representing about 75% of the rate card. A survey by Missouri Broadcasters Assn. indicated 152 stations had signed new contracts, 210 had not and 28 others were not involved in the poll because they belonged to the MBS ownership family.

Some of the opposition developed at rump sessions held during NARTB's autumn schedule of district meetings.

Asked about the present attitude of affiliates toward the new network concept, Mr. Diehm said he had not seen any recurrence of the scattered revolts of the September-October period.

CBS-TV Plans to Air Ike's Resources Report

FOR the first time, the report of the President's Material Policy Commission will be presented on television, Sunday, Jan. 10, when it will be carried on CBS-TV from 3-4 p.m., EST.

The program is called *Resources for Freedom*, which is also the title of the Commission's five-volume report summarizing its appraisal of the resources of U. S. and the free world.

Among those appearing on the program will be William S. Paley, chairman of the board of CBS and chairman of the President's Material Policy Commission.

Crew That Santa Forgot

THE Christmas Eve midnight service at Washington National Cathedral provided an impressive program for CBS-TV viewers coast-to-coast but proved to be a nightmare for the tv crew headed by Ted Ayres, executive producer.

First sign of trouble appeared at rehearsal the day before when two engineers running cable in the cavernous depths of the cathedral were caught by the 5 p.m. night watch and locked in a coffin-filled crypt behind a foot-thick concrete door. Producer Ayres, who was worrying about double and penalty time, missed the pair and led a safari that eventually rescued them.

During the processional just before air time, a WTOP-TV cameraman wearing an appropriate and seldom-used black suit, leaned over. His pants split wide open, with realistic sound effects, in full view of the congregation. He swapped pants behind a pillar with a vestryman, who remained seated during services.

A roving camera inspired a worshipper who hung his coat on the lens. Watching the monitor, Mr. Ayres saw a hand approaching the camera and made a fast switch to another camera.

CBS artists worked all night prior to the service, putting dabs of paint on the electric candles used by choir boys. This solved the halo problem created by conventional and electric candles.

Storer's KABC Signs As CBS Radio Affiliate

SIGNING of KABC San Antonio, Storer Broadcasting Co. outlet on 680 kc with 50 kw day and 10 kw night, as an affiliate of CBS Radio, effective March 1, was announced last week by William A. Schudt Jr., CBS Radio vice president in charge of station relations.

A series of call letter changes also is slated. Mr. Schudt noted that on Feb. 1 KABC will take the KGBS call (employing the initials of George B. Storer, as in the case of Storer-owned WGBS Miami). KGBS Harlingen, Tex., in giving up that call will become KGBT [B•T, Dec. 14, 1953]. The KABC call given up by the San Antonio station, meanwhile, is expected to be taken by ABC-owned KECA Los Angeles, getting the ABC network identification into its signature, while presumably Storer's KEYL (TV) San Antonio will identify itself with its radio affiliate and become KGBS-TV.

The newly signed CBS Radio affiliate in San Antonio currently is affiliated with ABC. ABC officials indicated no decision had been reached as to a new ABC outlet there. The current CBS Radio affiliate, which KABC will replace, is KTSA, a 5 kw outlet on 550 kc.

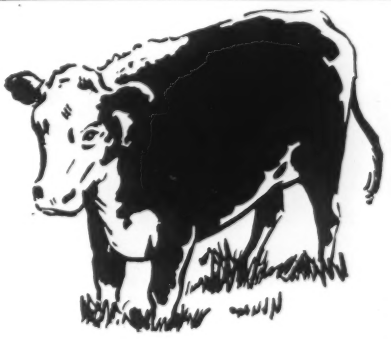
CBS Radio officials said the network now has, in continental U. S., a total of 28 stations operating with the maximum 50 kw power in daytime and 25 kw in the 50 kw nighttime class.

5 Tv Outlets Added by AT&T

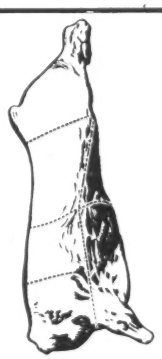
FIVE more tv stations were hooked into the AT&T nationwide facilities to receive live tv network programs over the Christmas weekend. They are: KOA-TV Denver, WROL-TV and WTSK-TV Knoxville, WOSH-TV Oshkosh; WSTV-TV Steubenville. Network tv service now is available to 246 stations in 152 U. S. cities, according to AT&T.

How come $1.00 steak from 25¢ steers?

1000 lbs. Steer
at 25.8¢ per lb.
Packer pays $258.00



Production costs of cattle raisers and feeders include breeding stock, death losses, feed and labor, land use, taxes, interest, supplies, equipment and other expenses for the three full years it takes to produce and feed a choice grade steer.



590 lbs. Beef
at 41¢ per lb.
Retailer pays $241.90

Value of by-products, such as hides, fats, hair, animal feeds, etc., helps offset packers' dressing, handling and selling expenses, so that usually the beef from a steer actually is sold to the retailer for less than the live animal costs. As shown above, packer pays $258.00 for typical 1000-lb. steer—sells meat for $241.90*.

	Lbs.	Retail Price	Total
Porterhouse, T-bone & Club Steak	35	$1.00	$35.00
Sirloin Steak	55	.88	48.40
Round Steak	50	.77	38.50
Rib Roast	30	.65	19.50
Boneless Rump Roast	25	.89	22.25
Chuck Roast	105	.55	57.75
Hamburger	100	.42	42.00
Stew Meat & Misc. cuts	50	.56	28.00

450 lbs. of Retail Cuts
Consumer pays $291.40

Retail markup takes into account such costs—and they've been rising—as rent, labor, depreciation on equipment and fixtures, etc. Also there is a loss of weight averaging 140 lbs. from shrinkage, fat and bones not salable to consumers. Prices are typical**.

All cuts of beef are equally nourishing.

If there were equal amounts of all, with an equal demand for all, steak and hamburger and stew meat would all sell at the same price.

But that just isn't the case—see table at right, above.

In general, demand is concentrated on steaks and roasts. This is why porterhouse steak, for example, may sell in some stores for $1.00 while hamburger sells for 42¢.

If consumers don't want steak badly enough to pay $1.00 for it, the price goes down. If they demand more hamburger and the supply does not increase in line with increased demand, the price goes up.

That's how the law of supply and demand works.

*Based on actual government figures—Chicago market reports of U. S. Dept. of Agriculture for choice-grade steers and choice-grade beef, mid-October, 1953.

**Retail prices shown above are averages for all kinds of Chicago stores, including cash-and-carry, charge-and-deliver, in high rent areas and in low rent areas. Prices in some stores may be higher . . . in others lower.

AMERICAN MEAT INSTITUTE *Headquarters, Chicago • Members throughout the U. S.*

Frey Said to Assume Herbert's NBC Duties

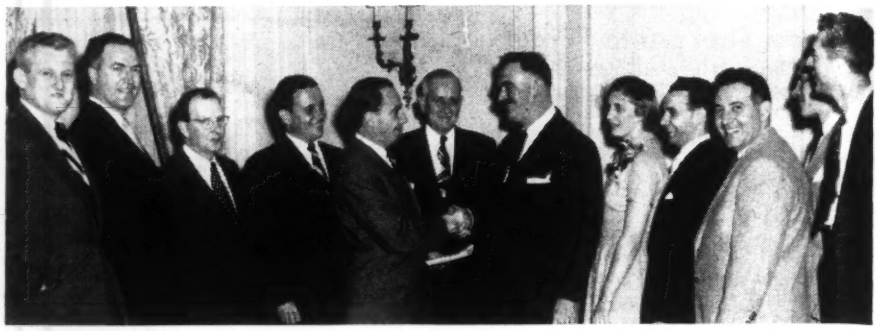
George Frey reported taking over John K. Herbert's position as head of tv network sales at NBC. Mr. Herbert's plans not disclosed.

RESIGNATION of John K. Herbert, NBC vice president in charge of tv network sales and a member of the network board, was reported last week to have been received, effective Dec. 31, and George Frey, vice president and director of tv network sales, was said to be taking over his responsibilities [B•T, Dec. 28, 1953].

Mr. Herbert's resignation was attributed to policy differences with newly elected President Sylvester L. (Pat) Weaver but had been delayed pending negotiation of terms with respect to the termination of his contracts, which had approximately two and a half years to run. His plans were not disclosed.

Mr. Frey has been in broadcasting since 1924, when he joined WEAF (now WNBC) New York during its ownership by AT&T and continuing when the station was sold to RCA in 1926. He has been with NBC ever since, starting in engineering and promotion and switching to sales in 1929. He became sales service manager in 1940, eastern sales manager in 1946, director of tv sales in 1949, and was elected a vice president in January 1951, at the same time Mr. Herbert also was elevated to a vice presidency.

Mr. Herbert joined NBC, as assistant to the then-president, Joseph H. McConnell, in September 1950 after 12 years with Hearst magazines, where he was vice president and general advertising manager. He became general sales manager for NBC Radio in November 1950; vice president in charge of both radio and tv sales in July 1952; vice president in charge of both radio and tv networks last January; vice president in charge of the tv network in July when radio and tv operations were separated; member of board and vice president in charge of tv network sales in September in further realignment of NBC-TV executives.



LUNCHEON in New York honored 13 employes of NBC o&o stations division who have completed 10 or 20 years with NBC. Nine of them are pictured here with the executives congratulating them (l to r): Hamilton Shea, general manager, WNBC-WNBT (TV) New York; Richard Close and Charles Colledge (both 20); Thomas B. McFadden, NBC Spot Sales director; Charles R. Denny, vice president in charge of the o&o division; Daniel Murphy and James V. Coleman (both 20); Isabelle Finnie, Peter Affe, Morris Goodman and John Riedel (all 10), and Ralph Bennett (20).

MBS SALES UP NEARLY 10% IN '53

Mutual also reports its network numbered 564 affiliates at the end of 1953.

MBS gross billings for 1953 will approximate $23 million, an increase of nearly 10% above the 1952 gross of $20,992,105, according to the estimate of Mutual statisticians pending the completion of accounting records for December.

In achieving this increase, the Network reported, Mutual attracted a number of advertisers who were not only new to MBS but also to network radio, including such companies as Credit Union National Assn., Niagara Mfg. & Distributing Co., Grand Duchess Steaks, North American Van Lines and National Homes.

Against the growing competition of tv, Mutual utilized a new twist by persuading video advertisers that radio, in the Mutual style, could still do a job. Perry Como for Chesterfields, Eddie Fisher for Coca-Cola and *My Little Margie* for Scott Paper Co. are now heard on MBS as well as being seen on the tv networks. In October the World Series was televised, but 55 million people, an all-time record, heard it at home via Mutual, not counting those listening in cars or on portables MBS stated.

17 of Top 25

At the end of the year, MBS said, its sponsor list included 17 of the nation's top 25 advertisers. Furthermore, many MBS advertisers, the network reported, have expressed their renewed faith in radio—and MBS—by signing for more network time in 1954. Among these are such companies as S. C. Johnson & Son, American Federation of Labor, State Farm Mutual Automobile Insurance Co., American Home Products, Johns-Manville Corp., Kellogg Co., Liggett & Myers Tobacco Co., P. Lorillard Co., R. J. Reynolds Tobacco Co. and Mutual Benefit, Health & Accident Assn. of Omaha.

Mutual recounted that 1953 saw a strengthened program structure as well as advertising line-up with such recent additions as *Counter-Spy, Bulldog Drummond, Wonderful City, Nightmare, Deadline* and *Starlight Theatre.* Further strengthening was promised for 1954.

Largest network in the world, MBS at the end of 1953 numbered 564 radio stations as affiliates.

Soon!

Live clearance in the Nation's 31st Retail Market!

WTRI

TELEVISION

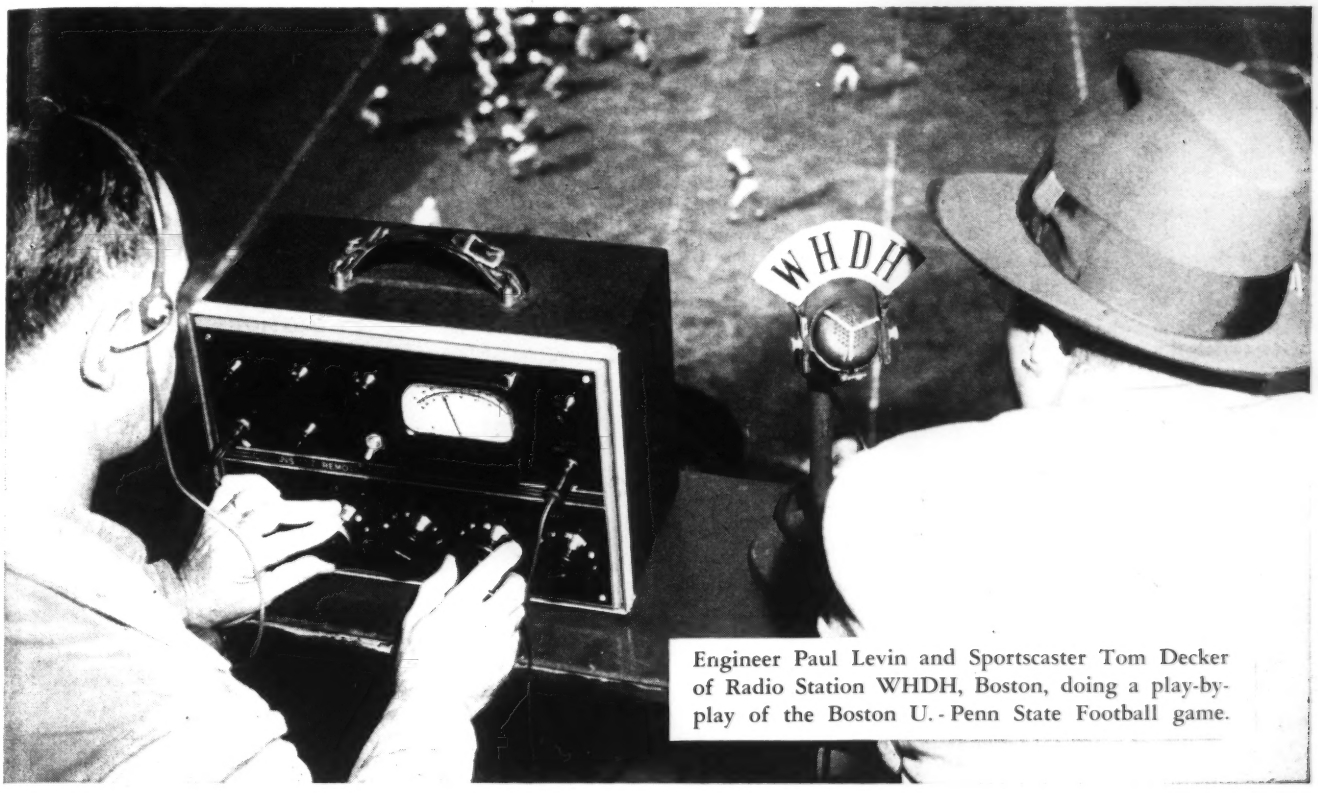
Serving

ALBANY • TROY • SCHENECTADY

with TOP POWER • TOP COVERAGE

Represented by HEADLEY-REED

Associated with WTRY-CBS



Engineer Paul Levin and Sportscaster Tom Decker of Radio Station WHDH, Boston, doing a play-by-play of the Boston U.-Penn State Football game.

TRIPLE THREAT IN THE PRESS BOX

No pass-punt-run man this, but a triple threat just the same. Collins 12Z Remote Amplifier is a star performer in its own right.

It's small, lightweight — about as easy to carry as a football with handles.

Automatic, instantaneous switchover to battery power in case of AC power failure. Never a worry of a blank-out with Collins 12Z on the job.

It's extremely convenient to set up and operate. All microphone cables and telephone line connections come in on the back panel out of the operator's way. Front panel has four large individual gain controls; a master control employs Daven faders for smooth cross fades and sensitive gain control. A big, four-inch VU meter measures either output level in volume units or the amplifier's operating voltages.

Additionally — four microphone channels for maximum coverage — standard size batteries and automatic battery switch-off when the cover's closed make the Collins 12Z Remote Amplifier just about the next most valuable player at football and basketball broadcasts or any other remote pick-up job.

SPECIFICATIONS

Input: Four channels, with individual controls and a master control.
Gain: 83 db minimum.
Noise level: At least 55 db below program level.
Power output: 50 milliwatts (+ 17 dbm*).
Distortion: Less than 1.5%.
Frequency response: ± 1 db 50 to 10,000 cps; +1 —2.5 db 30-15,000 cps.
Input impedance: Choice of 30/50 or 200/250 ohms.
Output impedance: 600 ohms (150 ohms available on special order).
Weight: Approximately 40 lbs. with batteries, 28 lbs. without.

COLLINS 212Y SINGLE CHANNEL REMOTE AMPLIFIER

Small size, light weight, high fidelity remote amplifier. Engineered for fast "set up" of one-microphone remote jobs, the low cost 212Y is also excellent for permanent installation at regular pickup points. At any later date, the 212Y Amplifier can be converted to a two channel remote amplifier by inserting it in a 60 H mixer unit.

SPECIFICATIONS

Gain: 80 db minimum.
Input impedance: 30/50 ohms or 200/250 ohms.
Output impedance: 600 ohms.
Power output: 50 milliwatts (+ 17 dbm*).
Distortion: Less than 1.0% between 50-15,000 cps.
Noise level: 65 db below normal program level.
Frequency response: ± 2.0 db; 50-15,000 cps.
Weight: Approximately 10 lbs.
*dbm, 1 mw into 600 ohms.

COLLINS RADIO CO. Cedar Rapids, Iowa

11 W. 42nd Street, NEW YORK 36
2700 W. Olive Avenue, BURBANK
1930 Hi-Line Drive, DALLAS 2
Dogwood Road, Fountain City, KNOXVILLE

COLLINS

wan'na buy an- island?

PROBABLY YOU DON'T !
and we really don't have an island for sale

But we do have the RICH, GROWING and ISOLATED Wabash Valley Market area - 70 to 175 miles from the nearest major trading center.

To be Sold-- MUST BE REACHED FROM WITHIN !
WTHI your BEST BUY in Terre Haute

AM WEVD FM

4 Reasons Why

The foremost national and local advertisers use WEVD year after year to reach the vast
Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Potential buying power

Send for a copy of
"WHO'S WHO ON WEVD"

Henry Greenfield, Managing Director
WEVD 117-119 West 46th St.,
New York 19

DuMONT HAS GOOD '53, WITTING SAYS

Billings were up 21% above prior year, affiliates growing, station clearance better, while sponsor lists are larger, retiring DTN managing director summarizes.

DuMONT Television Network's 1953 billings were up 21% above those for 1952, its affiliates list is "the largest" in television, its station clearance is 50% better than a year ago, and its roster of sponsors is the largest DuMont has ever had, Chris J. Witting, retiring managing director, said last week in a yearend report.

Mr. Witting, who resigned Jan. 1 to become president of Westinghouse Broadcasting Co. and was succeeded at DuMont by Ted Bergmann, noted that at the end of 1953 the network had a lineup of 205 stations (178 formal affiliates and 27 outlets on letter agreement), whereas the total was 72 at the end of 1952 and 62 when the freeze was lifted in July 1952. DuMont also has an exchange agreement with CBC, with XEW-TV Mexico City, and is working out similar arrangements with stations in Sao Paulo and Rio de Janeiro.

'Largest' Lineups

"Some of the largest lineups in television history" were reported delivered by DuMont for Admiral Corp's. *Life is Worth Living* (170 stations); Mogen David Wine's *Dollar a Second* (117 stations), and the fall series of pro football games for Westinghouse Electric Corp. and a group of regional sponsors (more than 100 stations).

For the entire broadcasting division, 1953 revenues were reported 30% ahead of those for 1952. The Teletranscription Division was said to have "backstopped the network's efforts very substantially during the year, both in extending commercial program networks and DuMont's cooperative project. For example, it provides Teletranscriptions for 14 commercial shows to over 100 stations, and it prepares film on 18 other shows, which are the mainstay in the joint effort with the stations on a cooperative basis." The Broadcasting Division also expanded its activities in the closed circuit field, while the Film Syndications Dept., in its second full year, "saw considerable growth in the volume of its film sales to local stations and advertisers."

The DuMont network served 45 national advertisers during the year, the report continued, asserting that Publishers Information Bureau figures indicate network time billings totaled approximately $12,255,000 as against $10,140,000 in 1952.

For the DuMont owned stations, the report said WABD (TV) New York had "an excellent year," with last-half billings running 28% ahead of those for the same period of 1952; WTTG (TV) Washington's total billings for the first 11 months of 1953 were 32.9% ahead of those for the same period of 1952 and 8.3% greater than those for entire 1952, while WDTV (TV) Pittsburgh "made the notable record of producing 127 local shows each week." WDTV is slated to move into new studios in Gateway Center early in 1954, and also plans an early increase to 100 kw effective radiated visual power.

W. Palm Beach-Orlando Link

PERMISSION to construct a microwave radio-relay route between Orlando and West Palm Beach, Fla., has been asked by AT&T in an application filed with FCC last fortnight. Proposed route will be part of the Jacksonville-West Palm Beach radio-relay system which, when completed, will permit release of two circuits on the existing coaxial cable route between those cities for tv use.

23 Tv Stations Colorcast Pasadena 'Roses' Parade

TWENTY-THREE tv stations were to have carried NBC-TV's colorcast of the Tournament of Roses parade in Pasadena, Calif., New Year's Day.

In addition, RCA Victor reported that 17 additional stations were to have been equipped for rebroadcast of network color programs on Jan. 1. These, however, were not NBC-TV affiliates and were not carrying the Pasadena parade.

Stations carrying the NBC-TV colorcast were:

WNBT (TV) New York, WNBW (TV) Washington, WNBK (TV) Cleveland, WNBQ (TV) Chicago, KNBH (TV) Los Angeles—all NBC o&o stations—and WPTZ (TV) Philadelphia, WDEL-TV Wilmington, Del., WBAL-TV Baltimore, WSPD-TV Toledo, Ohio, WOW-TV Omaha, KOA-TV Denver, KDYL-TV Salt Lake City, KRON-TV San Francisco, WTMJ-TV Milwaukee, KSD-TV St. Louis, WJAC-TV Johnstown, Pa., WWJ-TV Detroit, WLWT (TV) Cincinnati, and WSTP-TV Minneapolis-St. Paul. These were due to take the event off the AT&T's microwave facilities. Planned off-the-air pickups were set by WBRE-TV Wilkes-Barre, Pa., and WNHC-TV New Haven, Conn., from WNBT; and WLWD (TV) Dayton, and WLWC (TV) Columbus, both Ohio, from WLWT.

All of these stations, except WWJ-TV Detroit and WLWT (TV) Cincinnati, WLWD (TV) Dayton, and WLWC (TV) Columbus, were equipped with RCA color gear.

To meet the Jan. 1 deadline, a special production unit at RCA's Camden (N. J.) factory operated on a 24-hour schedule seven days a week turning out the station equipment necessary for the rebroadcast in color of network color programs. First shipment left the factory Nov. 30, air-expressed to the stations.

Five crews of specially trained RCA Service Co. technicians traveled by air with the shipments.

Stations equipped by RCA to rebroadcast network color signals, in addition to those listed above, were:

KNXT (TV) Los Angeles, KSL-TV Salt Lake City, KLZ-TV Denver, WBAP-TV Fort Worth, WKY-TV Oklahoma City, KMTV (TV) Omaha, WCCO-TV Minneapolis-St. Paul, WJTV (TV) Jackson (Miss.), WBBM-TV Chicago, WOOD-TV Grand Rapids, WAVE-TV Louisville, WEWS (TV) and WXEL (TV) Cleveland, WBEN-TV Buffalo, WMAR-TV Baltimore, WTAR-TV Norfolk, WCBS-TV New York.

WRTA
Altoona, Pa.

Twenty-eight years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. People like to do business with friends. Of course, WRTA—advertised products—sell!

Roy F. Thompson

Represented by
Robert Meeker Associates

DISPUTE ON COMPATIBLE COLOR CREDITS RESURRECTS OVERTONES OF PATENT CASE

Zenith Radio, Admiral and Philco line up in opposition to alleged RCA try at creating impression that it alone developed the FCC-approved system. RCA retorts and notes its patent litigation with Zenith.

A DISPUTE over corporate credits for the development of compatible color television broke out last week against a backdrop suggesting a battle over patent rights may become involved.

Comdr. E. F. McDonald Jr., president of Zenith Radio Corp., sent FCC Chairman Rosel H. Hyde a letter charging that RCA was trying to create the impression that RCA alone developed the compatible system recently approved by FCC. He sought to link the alleged RCA endeavor with forthcoming expiration of agreements under which RCA collects royalties from a large part of the industry. Those agreements expire at the end of 1954.

RCA retorted that "RCA has consistently been first in every major color television development," and charged that "this is not the first time that Mr. McDonald has been wrong," and said that "Zenith is now in patent litigation with RCA and Mr. McDonald's last ill-chosen blast is an obvious maneuver on his part related to the action now pending in the federal court."

In other developments, Admiral Corp. President Ross D. Siragusa asserted as part of a general statement to Admiral distributors that "color television is an industry accomplishment stemming from unprecedented cooperation by competitors who set aside their keen rivalry and pooled their knowledge to speed the perfection of the color medium for the public." Philco Corp. earlier took ads proclaiming that compatible color tv standards approved by FCC "were developed by the leading scientists of the electronics industry" and "are not the work of any one company" [B•T, Dec. 28, 1953].

'Without Foundation'

Mr. Siragusa characterized RCA's claim that it was primarily responsible for color development as "absolutely without foundation." He said:

"The fact is that the so-called RCA system was flatly rejected as unsatisfactory by the FCC in the fall of 1950.

"At that time the Commission authorized the non-compatible Columbia system. The industry, which except for [CBS] was unanimously agreed that any color system adopted would have to be compatible, then stepped forward and developed the [present] system. . . ."

Accusing RCA of trying "to create a patent position for itself in color tv" by claiming credit for itself, Mr. Siragusa noted that RCA's present licensing agreements expire at the end of 1954. He said, "It is most regrettable that a company like RCA should seek publicity and unfair advantage by making such statements."

In his letter to FCC Chairman Hyde, Comdr. McDonald wrote that "we were shocked when we saw the misleading manner in which RCA sought, through television announcements and full-page newspaper ads published throughout the country, to create the impression that this NTSC system of color television which you approved was the sole and entire product of RCA.

"Nothing could be further from the truth. The system was developed by the joint efforts of many tv manufacturers, of which RCA was only one."

RCA, in its answer, asserted, "We reaffirm every statement we have made in our full page advertisement about color television to which Mr. McDonald refers, and which evidently he dislikes. Every statement we have made can be supported with solid proof of its accuracy."

The statement said RCA has invested almost $30 million "in pioneering and developing compatible color television," that FCC records show "it was RCA that consistently insisted" that only electronic compatible color was good enough for the American public, that RCA-NBC petitioned for compatible standards last June 25 and that "others followed the RCA-NBC example, but we were first."

"RCA was first to create, develop and demonstrate a tri-color tube," the statement continued.

". . . We know of no significant contribution of the Zenith Radio Corp. to the creation and development of compatible color television."

RCA's statement quoted Comdr. McDonald as writing in a *Collier's* article in 1946 that television "will fail again unless it finds a box-office to pay the huge cost." But, RCA continued, "the growth of television broadcasting since 1946 to its present day status as one of America's great industries, providing employment for hundreds of thousands of men and women, and furnishing free entertainment, education and information to millions in their homes, shows how utterly wrong Mr. McDonald has been."

RCA also quoted Comdr. McDonald as saying in the 1946 article that at Zenith "we are not manufacturing black-and-white receivers for the wave bands now assigned to television because we know that these sets would become obsolete within the next year or two. . . ."

RCA then declared:

"After RCA had spent some $50 million in establishing black-and-white television and proving its commercial value, Zenith entered the business of manufacturing and selling television receivers. Although it was the last major company to enter this new business, it has since that time made millions of dollars from it, using the inventions that RCA developed and made available to the entire industry."

The references to RCA-Zenith patent litigation in the RCA statement relate, according to RCA spokesmen, to court proceedings which started in 1946 with Zenith repudiating licensing agreements and bringing suit charging RCA patents were unenforceable, to which RCA filed a counter-suit charging Zenith with infringement. The complex case is pending in the courts.

New Johnson Principals

CONTROLLING interest in Johnson Electronics Inc., Orlando, Fla. (coils, component parts), has been acquired by four executives of Gramer Transformer Corp., Chicago, it has been announced. Gramer will serve as exclusive national agency for Johnson, whose production facilities will be expanded. Johnson makes equipment for radio-tv set-makers.

BLACK-AND-WHITE TV SALES IN MILLIONS PREDICTED BY RCA'S FOLSOM FOR 1954

'Sellers market gone,' he says, necessitating new strategy by business leaders. Color tv's introductory year forecast 'orderly.'

RCA EXPECTS sales of black-and-white tv, which approximated 6 million sets in 1953, to "continue in the millions" in 1954, "during the orderly introduction of compatible color television," RCA President Frank M. Folsom, said in a yearend statement issued today (Monday). RCA "plans to accelerate promotional activities to achieve this," he stated.

Pointing to a new trend in merchandising, which he said reached its turning point in 1953 and now "represents a closer approach to normal business conditions," with "the 14-year-old sellers' market gone," Mr. Folsom stated that "the changed market condition requires evaluation by business leaders, not only along economic lines, but in overall strategy of operations.

"Recognizing these needs," he said, "RCA is charting a positive course of action to maintain relatively high volumes in production and sales during 1954." Major steps being taken by RCA to achieve this aim he listed as: reshaping productive capacity, streamlining operations and selling organizations, establishing closer teamwork between retailers, wholesalers and manufacturers, strengthening the distribution system and giving more assistance to dealers in building effective sales staffs.

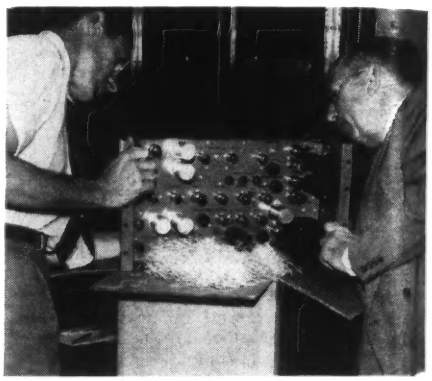
"Abundant sales opportunities are ahead in such fields as black-and-white television, compatible color television, industrial tv, transistors, high fidelity phonograph instruments and records, office and home communications systems, radio sets and electronic equipment for industry and military uses, as well as the older lines of communications apparatus," he said.

Reporting substantial progress in commercial planning for color during 1953, Mr. Folsom said that RCA "production schedules were mapped to provide more than 30 stations with necessary equipment to broadcast network-originated color programs in key cities by the end of 1953." Pilot production of the RCA tri-color tube and other color components, as well as of color sets, was started. Last fall, RCA began holding seminars to educate broadcasters and other manufacturers in color requirements, he said, with this program to be continued in 1954 and broadened to include courses for servicemen as well.

RCA is making color broadcasting equipment available to stations, Mr. Folsom said, reporting that as of Dec. 31 it had orders for such equipment from one or more stations in 58 U. S. cities. RCA's demonstrations of three systems for broadcasting color film [B•T, Nov. 2, 1953], he said, assures that this equipment will be available to broadcasters within reasonable time.

Radio set sales continued good in 1953, Mr. Folsom stated, with nearly 13 million new sets manufactured and the number of sets reaching an all-time high of 115 million. "During 1954, radio will play a major role as a communication and entertainment service to the public and sales of receivers can be expected to continue in substantial volume," he said.

He predicted that phonograph record sales in 1954 would add another 10% to the 12% increase of 1953, pushing industry volume above $250 million.



WKY-TV Oklahoma City Chief Engineer Jack Lovell (l) and engineer Bob Hayward uncrate the first piece of color equipment ordered by the ch. 4 station. WKY-TV hopes to present local colorcasts by late April.

MANUFACTURERS TOOL UP FOR COLOR TV

General Electric, RCA, Sylvania, Hoffman, Admiral, Westinghouse and Andrea were among those going ahead with various color plans last week.

MANUFACTURERS of television receivers began tooling up for color last week.

General Electric announced the development of a miniature triple diode receiving tube (6BJ7), the primary application of which is as the d-c restorer for the three signal channels of color tv receivers. This is one of the several tube types GE's Tube Dept. has in development to reduce the number of tubes required in a color set, the announcement said. First color sets will utilize 40 to 50 receiving tubes, compared to an average of 20 in black-and-white receivers. The new tube is to be produced at the GE receiving tube plant at Owensboro, Ky., the first 1954 quarter.

RCA shipped color tv receivers to distributors in 21 cities, all of whom were scheduled to hold dealer meetings during the NBC-TV colorcast of the Tournament of Roses parade from Pasadena. GE distributors were scheduled to see the NBC-TV colorcast on New Year's day at "several locations in the country" on GE engineering prototypes, according to E. F. Peterson, manager of marketing, GE Radio and Tv Dept.

Sylvania color receivers also were due to be demonstrated to distributors in "several major cities," said Bernard O. Holsinger, Sylvania radio-tv general sales manager. This was to be the second Sylvania color receiver demonstration, the first was at the company's July 1953 convention in Buffalo. Mr. Holsinger also announced that beginning Jan. 8, Sylvania will launch its own color service school, with field clinics for dealers to begin shortly thereafter.

Hoffman distributors in Los Angeles, Denver, Salt Lake City, Newark, N. J., San Francisco, Cleveland and Washington will view the NBC-TV Pasadena, New Year's Day parade on Hoffman color sets, H. Leslie Hoffman, president, announced.

Siragusa Prediction

Prediction that the public can buy a 21-or 24-in. color tv set for about $600 in five years was voiced by Ross D. Siragusa, president of Admiral Corp., in a talk to 900 distributors and sales staffs at a Chicago convention last Monday. Admiral showed its first color receiver and its new black-and-white line at the Conrad Hilton Hotel, Chicago, on Tuesday.

Mr. Siragusa said color tv will help make the industry "bigger than ever," but added it will supplement, not replace, black-and-white tv. He also reported that Admiral had its best year in its 20-year-old history—total sales reaching $250 million in 1953. Previous record high was $230 million in 1950, with $190,724,536 for 1952.

Westinghouse is producing color tv sets on a "limited basis" at its plant in Metuchen, N.J., and is expected to start assembly-line operations in February. A spokesman said last week a full-door console, with a 12½-in. picture, will sell for about $1,000. The company completed a two-week color tv service school for 26 key field service engineers on Dec. 23. Graduates will start training distributor personnel in February.

Andrea expects to have commercial color receivers available to the trade in limited quantities before the end of June, Frank D. Andrea, president, reported last week. By 1956, Andrea will be in production to take care of "most needs," Mr. Andrea said. He hailed color tv as inaugurating a "golden era" to all tv receiver manufacturers, but tempered his enthusiam with the statement that this will occur "at its proper time."

For **MINUTE** spots to **SELL**
Youngstown, Ohio
call any Headley-Reed office or . . .
WFMJ RADIO and TELEVISION
101 W. Broadman St. . . . . Phone RI 3-4121

DuMONT REPORTS ON FIRM'S GROWTH

DuMONT Television Network "continued to strengthen its position as a truly national video service," Dr. Allen B. DuMont, president of the organization bearing his name, declared Wednesday in a yearend statement. (See story, page 70).

An exchange agreement was set up with Canadian Broadcasting Corp. for its stations in Toronto, Ottawa and Montreal, and for additional stations as they go on the air, he said, with similar agreements being worked out in Mexico and Australia.

Sales of products and services of Allen B. DuMont Labs. during the first 11 months of 1953 ran 20% above those for the comparable period of 1952 and "it is anticipated that profits for the full year will exceed those of 1952," he said.

He said the company "reflected the patterns of expansion," which marked the tv industry during year. The transmitter division almost doubled its size and output in 1953, introduced a new 5 kw uhf tv transmitter, started regular delivery of new 25 kw vhf transmitters, introduced the Video Recorder and also a new 1 kw uhf transmitter among other products, he noted. The receiver division's sales gain was placed at 25%.

FCC approval of color standards, though ahead of the industry's ability to deliver commercially practical color tv and programs for several years, serves "to standardize a system of color broadcasting that is compatible and in the public interest," he said.

Dr. DuMont sees a demand by consumers for large-screen color tv, to be introduced in 1954, but warned they will be expensive no matter what size. He predicted the industry's ingenuity and technical competence will solve color problems in time.

Furnishings 'Mart' Meets

JOSEPH B. ELLIOTT, vice president of consumer products for RCA Victor Division, and Wallace Johnston, head of the National Appliance & Radio-Tv Dealers Assn., will be among the speakers at the International Home Furnishings Market in Chicago Jan. 4-15.

Selevision of Fruit

SELEVISION INC.—an electronic system whereby Florida fruits and vegetables will be sold at auction on an F.O.B. basis by use of a private television wire to distant points throughout the nation—has been organized with headquarters in New York and origination point in Lakeland, Fla., according to George W. Barr Jr., Florida manager for the system.

Buyers will bid from the more than 50 points expected to be in operation over the U. S. within a "few months." Advance teletyped descriptions of the product lot will be handed each buyer, with bids from the several points flashed on the Selevision screens until the final "Sold!" is flashed.

Mr. Barr said the tv equipment, perfected by AT&T, International Business Machines, General Electric, duPont and others, will be installed in nine other cities where operation will begin Jan. 6 with sale of citrus fruits. They are: New York, Boston, Detroit, Pittsburgh, Washington, Cleveland, Chicago, Philadelphia and Buffalo.

New RCA Tv Antenna

NEW tv antenna, specially tailored to obtain maximum power on chs. 7-13, has been announced by RCA. Type TF-12BH Superturnstile is designed to give a vertical pattern with no nulls, to provide minimum field intensity of 100 mv/m from base of tower out to the distance where attenuation dominates, and power gain to permit maximum ERP with 3⅛-in. transmission line of at least 1,200 ft. Power gain runs from 9.6 (9.82 db) for ch. 7 to high of 10.5 (10.21 db) for chs. 10 and 11. Although price has not yet been established, the antenna will not cost more than $38,500, figure of the present TF-12AH. Deliveries are scheduled for the first quarter of the year.

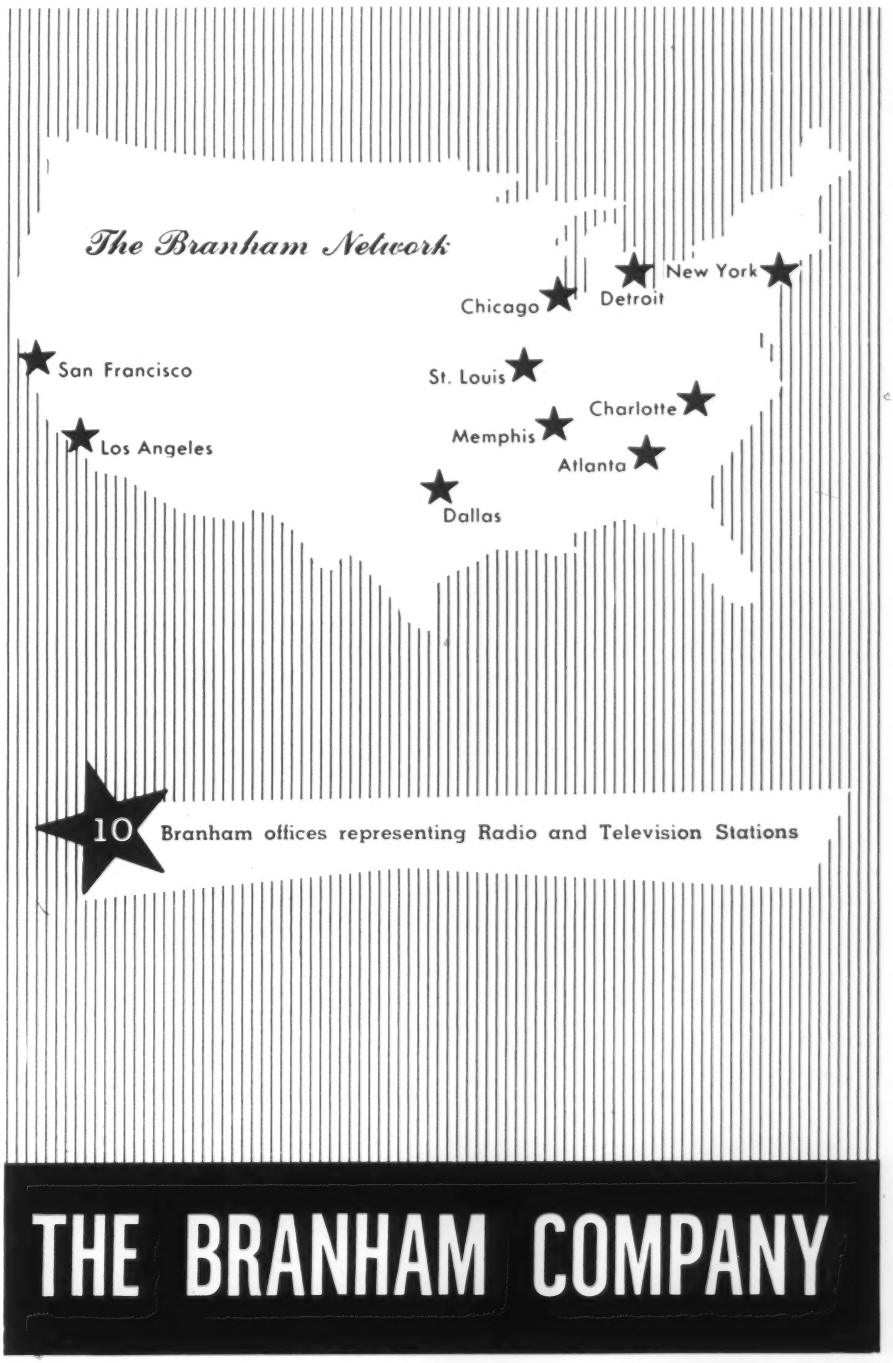
Gabriel Change Noted

GABRIEL Co., Cleveland, announces that effective Jan. 1 its Norwood, Mass., division is identified as Gabriel Electronics Division, with address at Endicott St., Norwood. Telephone is Norwood 7-3300. The unit was formerly called Workshop Associates Division.

Transmitting Equipment

SHIPMENTS

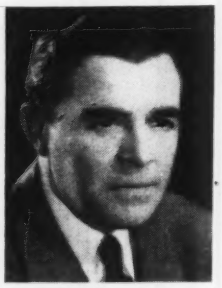
Station	Power	Band	Use
Gates Radio Co. KUAM Guam	.....	am	new station



CKLW Slates $1.25 Million for New Center

The building will house the station's am-fm-tv facilities when it is completed, possibly next July.

CKLW Windsor, Ont. (Detroit), which has been granted vhf ch. 9 by the Canadian Dept. of Transport, has begun a $1.25 million project to construct a new radio-tv center and a 670-foot television tower on Windsor's waterfront.



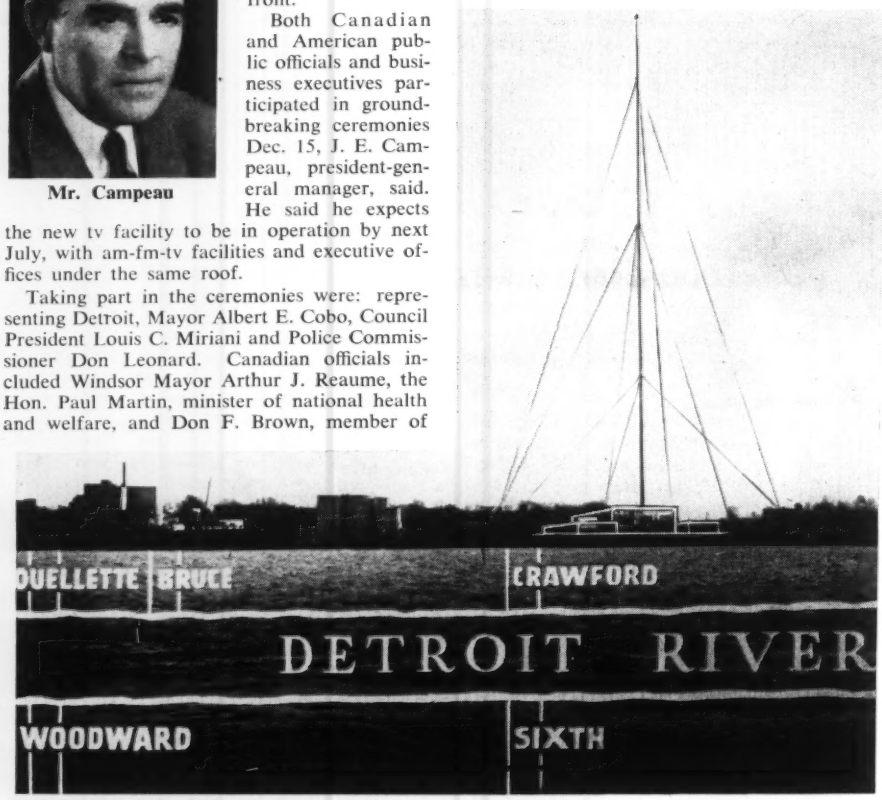
Mr. Campeau

Both Canadian and American public officials and business executives participated in groundbreaking ceremonies Dec. 15, J. E. Campeau, president-general manager, said. He said he expects the new tv facility to be in operation by next July, with am-fm-tv facilities and executive offices under the same roof.

Taking part in the ceremonies were: representing Detroit, Mayor Albert E. Cobo, Council President Louis C. Miriani and Police Commissioner Don Leonard. Canadian officials included Windsor Mayor Arthur J. Reaume, the Hon. Paul Martin, minister of national health and welfare, and Don F. Brown, member of Parliament. Mr. Campeau predicted the CKLW tv station will start programming seven hours daily, 4-11 p.m.

He said the tv facility will have an effective radiated power of 325 kw visual and 220 kw aural and the station's fringe area will extend 65 miles. The tower and studios will be on the waterfront of the Detroit River at Sandwich and Crawford streets.

CKLW is an affiliate of and a shareholder in MBS and is a basic CBC outlet, with 50 kw on 800 kc. It is represented in the U. S. by Adam J. Young Inc. and in Canada by All-Canada Radio Facilities.



THE SKYLINE of the Detroit River's waterfront at Windsor, Ont., will look like this artist's outline when CKLW Windsor (Detroit) erects its radio-tv center and 670-foot tv tower for operation of its tv outlet on vhf ch. 9, expected by July 1954. Light lines, in addition to showing the tv operation planned, also indicate relative positions of Detroit and Windsor streets running to riverfront.

THE LATEST
WCKY
STORY

In the South, Nielsen says:

WCKY

HAS AN AVERAGE NIGHTLY AUDIENCE
OF 823,530 FAMILIES IN THE
13 SOUTHERN STATES . . . LARGER THAN
ANY STATION COVERING THE SOUTH.

The L. B. Wilson Station, Cincinnati

WCKY

$1 Sells Each Car

CKVL Verdun, Que., suburban Montreal station, reports a success story in moving used cars in mid-December. Page Motors, local Ford dealer, found few cars moving despite use of all media, including radio programs. The company decided on a multi-spot campaign on CKVL at $1 a car for 300 cars on its lot. Spots used: Five on Monday, seven Tuesday, and by late Wednesday the campaign had to be called off. Seventy-six cars were sold Monday, 106 Tuesday and the rest Wednesday.

Canada May Consider Color Tv; Cost Cited for Delay

OFFICIALS of the Canadian Department of Transport and Canadian Broadcasting Corp., anticipate preliminary meetings late in January to discuss standards for color tv now that the FCC has approved standards in the United States.

Color tv is not expected for some time in view of the high costs for CBC to convert its studios and high cost of color receivers in Canada, where practically all electronic equipment costs about one-third to one-half as much again as in the U. S. due to import duties and excise taxes. Al Ouimet, CBC general manager, estimates cost of about $1 million to convert each CBC tv studio.

Canadian Tv Set Sales Grow

SALES of television receivers in Canada for the first 11 months of 1953 totaled 313,633 sets valued at $128,487,261, according to figures of the Radio-Television Mfrs. Assn. of Canada.

This is a greater number of sets sold than there were in Canada at mid-1953. Largest number (193,760) was sold in the province of Ontario, 103,942 in Quebec province, 15,188 in British Columbia, 626 in the Atlantic Coast provinces, and 1,117 in the prairie provinces. In Toronto alone nearly 90,000 sets were sold. By far the majority of sets sold had 18 to 21-in. screens.

INTERNATIONAL SHORTS

FREMANTLE Overseas Radio Inc., reported that with sale of *The Burl Ives Show* to South African Broadcasting Corp. and *Hollywood Open House* to Radio Ceylon, it now has 22 different radio and tv shows running in 18 countries.

CKTR Three Rivers, Que., new 1 kw station, is scheduled to go on the air on Feb. 1 on 1350 kc.

CKGO Ottawa East, Ont., new 250 w French-language station, to go on the air about mid-February on 1240 kc.

Greetings by Short-Wave

SEVERAL American firms bought spot announcements on international short-wave radio station WRUL Boston to extend season's greetings to clients, distributors and associates throughout Latin America, the station reported last week. WRUL spokesmen said it was the first time in the history of international radio broadcasting that companies doing business abroad have bought time to extend greetings to Latin America.

Speech Panel Sees Radio Future 'Bright'

Optimistic outlook given radio by speakers at the 1953 Speech Conference in New York. Educational, network and independent operation was discussed.

THE FUTURE of the radio broadcasting industry was characterized as bright by a panel of four speakers at a session last Monday of the 1953 Speech Conference in New York.

In a discussion centering on "A Re-Evaluation of Radio," speakers concentrated on the impact of television on educational radio, network radio, the independent radio station and educational radio courses and curricula.

Frederic L. Horton, director of sales for NBC Radio, declared networks have the task of "re-educating the prospect and selling the medium," but contended that "this tremendous advertising and social force is definitely here to stay." He cited the contribution network broadcasting has made as a democratic force by making available to the country "nationally-known performers, great orchestras and great dramas and the products of nationwide and worldwide news organizations."

He acknowledged the advent of tv has prompted radio broadcasters to alter their programming to cater to the needs of out-of-home listening, daytime listening and to specialized audience. Similarly, Mr. Horton continued, networks have been developing new sales patterns, including participations in multiple-program plans and in "program blocks," to build revenue.

The future of educational radio was termed "bright" by Harry J. Skornia, executive director of the National Assn. of Educational Broadcasters, who referred to numerous studies to indicate that the medium as a whole is "still very much alive." He asserted that education, in the past, has not adequately used radio and he added that it would be a mistake to "toss out a medium like radio until or unless it's really dead."

Radio Can Contribute

He recommended that a university planning to expand in the direction of radio and television consider that, proportionately, radio can contribute more than tv. He quoted from a speech at a recent NAEB meeting at which the point was made that when a university adds a radio station it adds far more to its resources than when it adds television to its radio station because of the "nature of its clientele and the nature of its materials."

Bill Kaland, director of programming for WNEW New York, said the independent station can continue to prosper if it offers entertainment, which he described as educational in many instances. He said that radio can cope with television by initiating imaginative programming, which he declared is "lacking on tv today."

John B. Roberts, radio and television director of Temple U., offered several suggestions to educators training personnel for careers in radio and tv and stressed that a vital consideration must be a thorough grounding in liberal arts.

He suggested, too, that rather than concentrate attention on tv and radio courses, training might be spread over the entire area of communications, including advertising, journalism, the theatre and motion pictures.

NCCC Radio-Tv Workshops' 1954 Schedule Announced

SCHEDULE of 1954 religious radio-tv workshops, conducted under the sponsorship of the National Council of Churches of Christ in the U. S. A. with the assistance of local stations, was scheduled to start yesterday (Sunday) with a tv workshop in Cincinnati and with WLWT (TV) participating. The workshop will continue through Friday.

The rest of the schedule:

Cleveland, April 18-23, television, WEWS (TV) cooperating; Altoona, Pa., April 26-30, radio-tv; Oklahoma City, May 10-14, radio-tv; Kansas City, June 27-July 2, television; Ames, Iowa, July 11-16, television, WOI-TV cooperating; New York, July 26-Aug. 6, radio-tv International Workshop, New York Union Theological Seminary; Syracuse, Oct. 24-29, television, WHEN (TV) cooperating.

Sloan Grants Hit $129,000 in 2 Years

GRANTS issued by the Alfred P. Sloan Foundation during 1951 and 1952 included "more than $100,000" to Teleprograms Inc. for the NBC *American Inventory* educational tv program and $10,000 to Johns Hopkins U. for *The Johns Hopkins Science Review* series on DuMont Tv Network, according to the Foundation's Biennial Report, released last Thursday. Other radio-tv grants during the two years included $19,172 to the Automotive Safety Foundation and the National Safety Council for continuing awards in the radio, tv and advertising fields for promotion of highway safety.

Come Again

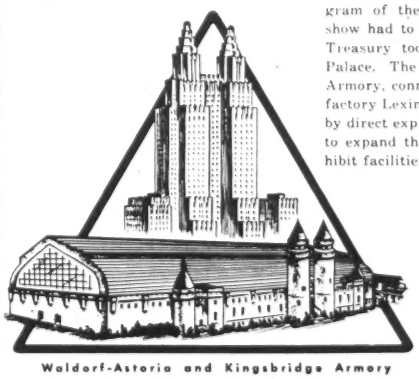
Radio - Electronic Men!

Just as you have been coming since 1945 to the IRE National Convention and Radio Engineering Show — coming by the thousands, 35,642 in '53 — so come again to see and hear all that is new in the engineering advances of your industry.

▲ **Fifty-four in '54!** — 243 scientific and engineering papers will be presented, skillfully grouped by related interests into 54 technical sessions. More than half these sessions are organized by IRE Professional Groups, thus making the IRE National a federation of 21 conferences in one. The whole provides a practical summary of radio-electronic progress.

▲ **600 Exhibitors "spotlight the new!"** — A mile and a half of exhibits line the avenues of this show, intriguingly named for the elements of radio — such as "Instruments," "Components," "Airborne," "Radar," "Transistor," "Audio," "Microwave," etc., filling the four acres of the great Kingsbridge Armory to capacity. An expanding radio industry shows why it is growing by proving how engineering research pays out in new products. The exhibits themselves are an education, condensed to one place — reviewed in four days.

▲ **Kingsbridge is the solution!** Only the combined facilities of the Waldorf-Astoria Hotel, plus the three great halls in the Kingsbridge Armory, seating 906, 720, and 500 respectively, are able to keep pace with the increased technical papers program of the IRE Convention. The show had to move because the U. S. Treasury took over Grand Central Palace. The immense Kingsbridge Armory, connected to the very satisfactory Lexington Avenue Hotel area by direct express subway, serves well to expand the already outgrown exhibit facilities of the Palace and provide space for 200 new firms to exhibit, as well as seat greater audiences at the high-interest sessions. In addition to the subways, free busses leave the Waldorf every ten minutes in which you may travel in the congenial company of fellow engineers, direct to Kingsbridge.



Waldorf-Astoria and Kingsbridge Armory

▲ **Admission by registration only!** Registration serves for the four day period. It is $1. for IRE members, $3. for non-members, covering sessions and exhibits. Social events priced separately.

March 22-25, 1954

The IRE National Convention and Radio Engineering Show

THE INSTITUTE OF RADIO ENGINEERS

1 East 79th Street, New York City

Advertisers

J. W. Minor, vice president in charge of Dodge passenger car account at Grant Adv. Inc., Detroit, appointed advertising and merchandising director for Dodge Div. of Chrysler Corp.

C. Arden Smith, manager of copy, Procter & Gamble Co., Cincinnati, to Igleheart Brothers division of General Foods Corp., Evansville, Ind., as marketing manager.

N. Bruce Ashby, vice president and marketing director, Kingan Inc., Indianapolis, subsidary of Hygrade Food Products Corp., Detroit, appointed marketing director for both firms.

Thomas P. Hawkes, advertising and sales promotion manager, Piel Brothers Brewery, N. Y., named general sales manager.

R. P. Hogan, assistant sales promotion manager, Kraft Food Co., Chicago, appointed coordinator of sales promotion and advertising.

Agencies

William E. Berchtold, vice president, McCann-Erickson Inc., N. Y., named general manager midwest region.

Crawford Blagden, account executive, Benton & Bowles, N. Y., elected a vice president.

Mr. Blagden

James E. Hamilton, vice president and account executive, Beckman, Hamilton & Assoc., L. A., and **Emil Reisman,** account supervisor, named co-chairmen of firm's planning board. **John Ross,** account executive, Tullis Co., same city, to Beckman, Hamilton & Assoc. in similar capacity. **Donald J. Baxter,** freelance illustrator, to firm as assistant art director.

Winston Hargrave, assistant to president, Harris D. McKinney Inc., Phila., named director of media and research in addition to present duties.

Dugald F. Gordon, formerly with John W. Shaw Adv. Inc., Chicago, to Zimmer, Keller & Calvert Inc., Detroit, as account executive.

Edwin P. Rome, counsel for Lavenson Bureau of Adv., Phila., elected a director, that agency.

John M. Van Horson, Young & Rubicam Inc., N. Y., to Harry B. Cohen Adv. Co., N. Y., as account executive.

Timothy J. Healy named director of research for Sullivan, Stauffer, Colwell & Bayles Inc., N. Y.

William A. Bounsall named manager, Toronto office, Hutchins Adv. Co. Inc., Rochester, N. Y.

Cliff Hoskings, account executive, Hixson & Jorgensen Inc., L. A., to Abbott Kimball Co. of Calif., same city, in similar capacity.

Willard E. Wilson, Northwest manager, McCann-Erickson Inc., Portland, Ore., to Cole & Weber, same city.

Humphrey Ireland, former tv director and copy writer, Ruthrauff & Ryan Inc., Hollywood, to Brisacher, Wheeler & Staff, S. F.

Florie Field, formerly with Brooke, French, Smith & Dorrance, L. A., to Mort Goodman Adv., that city, as media director.

Dale Dickson, retail advertising manager, radio-tv div., Montgomery Ward & Co., Chicago, to Fulton, Morrissey Co., that city, as copywriter.

John F. Tucker Jr., former advertising manager, Benjamin Foster Co., Phila., to John P. Eldrige Co., that city.

Eric Stigler, formerly copy director at Ross Roy Inc., Chicago, and **Jeanne Heitkamp,** copy writer at Ruthrauff & Ryan Inc., that city, to staff of MacFarland, Aveyard & Co., Chicago.

Clarence P. Beckman, 59, art director, J. Walter Thompson Co., N. Y., died Dec. 17.

Stations

Carles Reeder, acting manager, WCOL Columbus, Ohio, appointed manager.

Robert B. Hoag, CBS Tv Spot Sales Dept., N. Y., to KFMB-TV San Diego, as commercial manager.

Jack Black, assistant sales manager, WTAR-AM-FM-TV Norfolk, Va., appointed sales manager WTAR radio property, effective Jan. 1.

Mr. Black

Peter Tomnie appointed sales manager, KISW - FM Seattle.

John Fitzgerald, announcer, WXEL (TV) Cleveland, named promotion director, and **Jack Beauchamp,** WHEN-TV Syracuse, to announcing staff of WXEL (TV).

Dick Lawrence, promotion manager, WPIK Alexandria, Va., named promotion director.

Dean Naven, news director, KOIL Omaha, to KMA Shenandoah, Iowa, as special events director.

Gus Grebe, sports director, WJBC Bloomington, Ill., to KREL Baytown, Tex., in same capacity.

Norm Gero, WCOG Greensboro, N. C., promoted to program director.

John Edgerton, traffic manager, KVWO Cheyenne, Wyo., promoted to director, merchandising and promotion dept.

Paul Abert, engineering staff, WSYR Syracuse, to WTRI-TV Troy, N. Y., as technical supervisor. **John Gilchrist,** chief engineer, WICY Malone, N. Y., to WSYR engineering staff.

Peter A. Stoner, program director, WHAY New Britain, Conn., to WKNB-TV that city, as news director. **Ralph Kanna,** formerly manager, WONS Hartford, to WKNB-TV, as program director.

Mr. Kanna

Mr. Stoner

William Winter, news commentator, returns to KGO San Francisco in that capacity.

Larry Vaber, announcer, WBRK Pittsfield, Mass., promoted to head news departments, WBRK and WMGT-TV, that city.

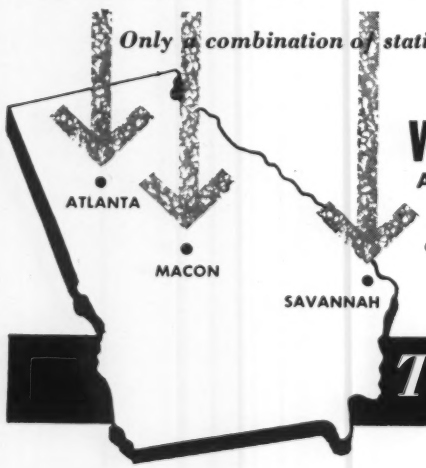
Fred Griffiths, traffic department head, WJAR-TV Providence, named tv operations coordinator. **Deborah Seaman** promoted to head of traffic department.

Jean Jorgensen named traffic manager of KFAB Omaha.

Walter Linthicum, night program supervisor, WBAL Baltimore, promoted to night program director. **Martin Edwards** to WBAL Baltimore announcing staff.

James H. Gardner, newscaster, WJTN James-

Only a combination of stations can cover Georgia's major markets.



WAGA ATLANTA 5000 w 590 kc CBS Radio

WMAZ MACON 10,000 w 940 kc CBS Radio

WTOC SAVANNAH 5000 w 1290 kc CBS Radio

The Georgia Trio

represented individually and as a group by

The KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

town, N. Y., to WBEN Buffalo announcing staff.

Perry Andrews, WFPG Atlantic City, to announcing staff, KYW Philadephia. **Betty Low McCarthy** to KYW traffic dept.

Dick Becker, KSPR Casper, Wyo., to announcing staff, KOA Denver.

Jules Huffman, WCPO-TV Cincinnati, and **Jerry Zelien,** WKTG Thomasville, Ga., to WSAZ-TV Huntington, W. Va., as vocalists.

Edgar Kobak, broadcaster (WTWA Thomson, Ga.), business consultant and president, Advertising Research Foundation, and Mrs. Kobak are on holiday vacation in Honolulu, planning return to New York about Jan. 24. Mr. Kobak plans to attend NARTB board meeting in Phoenix, week of Jan. 19.

Lawrence M. C. Smith, president, WFLN-FM Phila., named co-chairman, radio and tv division, 1954 Philadelphia Fellowship Fund.

Roger W. Clipp, general manager WFIL Philadelphia, appointed vice chairman, 1954 joint membership enrollment, Philadelphia Commission and Fellowship House.

Keith J. Nighbert, director, KUSD Vermillion, S. D., appointed member, National Publicity and Public Relations Committee, Veterans of Foreign Wars.

Matt Guokas, sports director, WPEN Philadelphia, receives third annual Sports Award by B'rith Sholom, and **Del Parks,** disc jockey, that station, presented a certificate of merit for volunteer work he did for service organizations.

Bill Healion, star of WNBQ (TV) Chicago *Hobby Time,* has received Award of Merit from Veterans of Foreign Wars of Illinois, with program cited as "a major step toward the betterment of our children.

Shirley Matson, WTAG Worcester, mother of girl, Dec. 24.

Cliff Gill, operations manager, KBIG Avalon, father of son, Jeffrey Cliff, Dec. 24.

Gerhard Schacher, 57, radio commentator at WIND Chicago, died Dec. 23.

Networks

Emerson Smith, formerly with NBC San Francisco, appointed director of promotion and merchandising, KALL Salt Lake City, and the Intermountain Network.

John Bryam, Paramount Pictures Corp., Hollywood, to ABC-TV as a story editor and consultant.

Skip Martin, freelance orchestrator-arranger, named musical director, NBC Radio *Phil Harris-Alice Faye Show,* replacing Walter Scharf, resigned because of film-scoring assignments.

Emanuel Sacks, NBC staff vice president, named chairman of entertainment committee for Salvation Army's 1954 appeal in greater New York.

Virginia Hewitt, who portrays Carol on ABC-TV *Space Patrol,* and Ernst Meer, Beverly Hills designer, were married Dec. 26.

Wed Howard, NBC Chicago disc jockey, father of girl, Meredith Jane.

Robert Wells Miller, 62, engineering supervisor, CBS Radio Hollywood, died Dec. 22.

Manufacturers

Joseph A. Zulwin, regional manager, Zenith Radio Corp., Washington, Baltimore and Philadelphia, to Hoffman Radio Corp. as district manager for midwestern states, headquartered in Chicago.

Lou Willis, regional sales manager for Admiral Corp. on West Coast, appointed special western consultant to firm.

D. W. Gunn, equipment sales manager, Sylvania Electric Products Inc., N. Y., promoted to general sales manager of Electronic Products.

Mr. Gunn

Otto C. Bixler, director of engineering and research, Magnecord Inc., Chicago tape recorder manufacturer, elected president.

Leo Hahn, in charge of sales in Central Atlantic states for Emerson Radio & Phonograph Corp., N. Y., promoted to national radio sales manager.

James J. Shallow, sales manager, Philco Distributors Inc., Phila., named general manager of Philco's accessory div.

Eugene B. Shields, formerly advertising-sales promotion manager, Ray Thomas Co., L. A., to Westinghouse tv-radio division, that city, as district advertising-sales promotion manager for Calif., Ariz., Nev., Idaho and Utah.

John A. Curtis, formerly manager, mobile communications division of Farnsworth Radio Corp., appointed general sales manager Westinghouse electronic tube division, Pittsburgh, Pa.

H. J. Tait Jr. named Eastern tv sales manager and **J. T. Caviezel** Western tv sales manager, Capehart-Farnsworth Co., Ft. Wayne, Ind. Other appointments: **E. H. McConnell** and **R. W. Freeman,** Eastern and Western radio sales managers, respectively, and **J. H. Riddel,** merchandising manager.

Harvey Williams elected vice president in charge of overseas operations for Avco Mfg. Corp., N. Y., effective Jan. 1.

Harold Arment named southern California sales engineer for Gates Radio Co., Quincy, Ill.

Edward W. Dwan, special assignment foreman, Whirlepool Corp., St. Joseph, Mich., appointed assistant advertising production manager.

James T. Buckley, board chairman of Philco

WBNS makes your sales pitch stick

Your sales pitch sticks on WBNS because our listeners stick to WBNS . . through every rated period . . . through local talent and network shows. Proof? WBNS carries the top 20 rated programs in Central Ohio . has more listeners than any other station!

CBS for CENTRAL OHIO

WBNS radio
COLUMBUS, OHIO

Harper Buys Norfolk Tars

EARL HARPER, general manager of WNOR Norfolk, Va., has bought the Norfolk Tar baseball franchise in Class B Piedmont League, The team was purchased from the New York Yankees, which had operated it since 1934. Mr. Harper is president and principal owner of the club. He is a former broadcaster of Newark Bear games. All Tar games will be broadcast by WNOR.

Corp., appointed to President's Committee on Employment of the Physically Handicapped.

Tom Ward, U. S. Steel Corp., Pittsburgh, appointed radio-tv chairman of Chicago Junior Achievement Week, Jan. 31-Feb. 6.

Program Services

Charles Herbert, radio-tv director, Ward Wheelock Co., Hollywood, to Lou Irwin Agency, same city, as head of tv-radio department.

Harry F. Landon, general manager, Gotham Recording Co., N. Y., becomes a partner of that company Jan. 1.

Fred Henry, program director, KLAC-AM-TV Hollywood, to Don Fedderson Productions, Beverly Hills, as executive assistant in the packaging and production of tv filmed shows.

Karl Bauer, vice president of Associated Music Publishers, subsidiary of Broadcast Music Inc., N. Y., elected president, United Singers of greater New York, **Robert S. Thompson,** promotion dept., BMI, to Chamber of Commerce, Lake Placid, N. Y., as public relations director.

Professional Services

Perspective 1953, New York public relations firm, updates itself by changing name to **Perspective 1954,** effective Jan. 1.

Film

John A. Davis director of operations WETV (TV) Macon, Ga., and commercial manager, WDAK-TV Columbus, Ga., appointed account executive for Eastern Sales Division, Film Syndication Division of Motion Pictures for Television.

Bill Williams, Star of *Kit Carson* tv film series, father of girl, Laura Lee, Dec. 22.

George Gross, 77, father of **Jack Gross,** partner in Gross-Krasne Inc. and board chairman of United Television Programs, and also father of **Mickey Gross,** partner in J & G Enterprises publicity firm, both Hollywood, died Dec. 19.

Trade Associations

Herbert Pangborn, manager of tv and technical operations, CBS Hollywood, elected president of Society of Television Engineers, Southern California video engineering organization. **Edward Benham,** chief engineer, KTTV (TV) same city, elected secretary-treasurer.

KAYO HITS HARD

NEW CALL letters—KAYO—of KRSC Seattle, effective January 1, are being promoted heavily in its coverage area. In addition to trade magazine advertising, KAYO is using bus cards, streamers and bumper strips on taxis, display cards on trucks, paid space in Seattle daily newspapers and the *Shopping News* and tie-in promotions with a local drug store chain. On the day of change, station was to air transcribed singing station breaks.

'TOOTLESS' CELEBRATION

INSTEAD of dance bands and the usual tooting and cheering that make up New Year's eve programs, KFKA Greeley, Colo., was to devote two full hours, 10:30 p.m.-12:30 a.m., to light music interspersed with some poetry and thoughts for the new year. A prominent minister was to narrate the program, which was to be sponsored by the Greeley Council of Churches and the Weld County Ministerial Alliance.

DOUBLE ANNIVERSARY

A DOUBLE anniversary party for Art Brown, disc jockey, and Bill Jenkins, custodian, of WWDC Washington was celebrated by an open house at that station. Mr. Brown, celebrating 20 years on the air in Washington, and Mr. Jenkins, marking his 13th year on WWDC's staff, received more than 5,000 birthday cards, and over $1,000 for the District of Columbia Home for the Aged and Infants, collected from party.

LETTERHEAD PROMOTION

LETTERHEADS from 20 of its advertisers on which are written the number of years each advertiser has been using the station's services are being distributed by WNAX Yankton, S. D. The 20 clients represent a total of 305 years of continuous advertising, and the promotion contends that these long-standing accounts prove that "Advertising Stays Where it Pays."

TV-RADIO 'HEALTH FORUM'

WGN and WGN-TV Chicago, carried heavy schedule of public health forum sessions sponsored by *Chicago Tribune* Dec. 28-29. Panel of medical experts participated in two-day program, originating in WGN's studio one. WGN aired two hours and 35 minutes and WGN-TV one hour and a half of sessions devoted to heart disease, cancer, arthritis and rheumatism.

JUMPING BEAN PROMOTION

MEXICAN jumping beans are featured in promotional mailing to 8,000 advertising executives with attached New Year's greeting card from KBIG Avalon, Calif., saying, in part, "An advertising man's New Year resolution: "WE WON'T be like these jumping beans, hopping in and out of advertising, in and out of radio, in and out of fashions in techniques."

Card goes on to cite case of J. B. Finch Co., Hollywood furniture retailer, which has used 6 one-minute spot announcements daily on station since start of KBIG operations in mid-1952. Also attached is testimonial letter from Smith & Ganz Inc., same city, advertising agency for Finch store, quoting favorable results of campaign on station.

'KPTV-GRAM' PROMOTION

A FACSIMILE of a telegram, 16x10½ inches, labeled a "KPTV-GRAM," has been sent to trade publications by KPTV (TV) Portland, Ore. Citing the American Research Bureau survey of the Portland tv audience for Nov. 13-19, station claims leadership of other stations in five departments, and states: "Anyway you look at it—your advertising message reaches more viewers for less money on KPTV.

TV EXPLOITS MUSICAL

EXPLOITATION plans similar to those used to encourage movie attendance through the medium of television were completed in Cincinnati where sequences from "Little Jesse James," a musical, were filmed to be used as "trailers" on tv stations where the show is to play. WLWC (TV) Columbus was used to exploit the musical, which will open in New York early January. The first tv campaign was launched in Baltimore in December.

HOTEL FIRE COVERAGE

NEWSREEL staff of WGN-TV Chicago claimed major scoop with film coverage of Reliance Hotel Fire last month. Cameramen shot hundreds of feet of film of one of city's most disastrous fires and had it processed, edited and shown on a 10:55 a.m. news show. Pictures also were shown on later programs.

CJVI BOOKLET

CJVI Victoria, B. C., has produced a booklet, with bright marginal plaid, for distribution to its agencies and accounts. The booklet contains pictures of the station's new offices and radio personalities, the station's program schedule and also statistics relating to population, progress and the number of owners of various household units.

UPCOMING

JANUARY

Jan. 5-9: National Collegiate Athletic Assn. Convention, Netherland Plaza Hotel, Cincinnati.
Jan. 6: BMI program clinic, Hotel Halekulani, Honolulu.
Jan. 6: Second session of 83d Congress begins.
Jan. 8: Daytime Broadcasters Assn., Lennox Hotel, St. Louis.
Jan. 10-12: National Appliance & Radio-Tv Dealers Assn., convention, Conrad Hilton Hotel, Chicago.
Jan. 11: Radio & Television Executives Society, Hotel Roosevelt, New York.
Jan. 11-12: Canadian Assn. of Radio-Tv Broadcasters, board of directors, Lord Nelson Hotel, Halifax.
Jan. 12: Station Representatives Assn.'s advisory board for Crusade for Spot Radio, New York.
Jan. 13-14: Atlantic Assn. of Broadcasters, Lord Nelson Hotel, Halifax.
Jan. 14-15: ABC-AM-TV Affiliates meeting, Waldorf Astoria, New York.
Jan. 16: Oklahoma Assn. of Broadcasters, Hotel Tulsa, Tulsa.
Jan. 18-19: Mutual Affiliates Advisory Committee, Buena Vista Hotel, Biloxi, Miss.
Jan. 19-23: NARTB Combined Boards, Camelback Inn, Phoenix.
Jan. 23-24: Retail Advertising Conference, Sheraton Hotel, Chicago.
Jan. 25: Utah Broadcasters Assn., Salt Lake City (tentative).
Jan. 28-29: NBC-TV Affiliates Executive Committee meets with network officials, New York.

COLOR TELEVISION

Its Introductory Year Begins

AS one of the most spectacular growth enterprises in U. S. business history, television has been subjected to equally spectacular growing pains. Some have been caused by government regulation, others by the industry's own ineluctable inventiveness which has made equipment and technologies obsolete almost from month to month. All the years since World War II have been hectic years for telecasters, tv advertisers and their agencies. Nineteen Fifty-Four will be more hectic still.

For 1954 has been marked as the introductory year for color television. By the end of it, the prodigious transition from the present system to a wholly new one will be far along. Manufacturers will be producing transmission and reception equipment in quantity; telecasters will be carrying substantial schedules of color programs; advertisers and their agencies will be experimenting seriously with color techniques and actually telecasting some color commercials. About 100,000 color television sets will be in upper-income homes, and receiver prices will be coming down to levels at which upper-middle income families can consider buying them.

Those conditions, if achieved as promised, will represent an enormous advance from conditions existing now. Color television's status of the moment is best illustrated by the picture above.

It shows a one-minute color film commercial in production for Pall Mall cigarettes. A year or two from now it will be a historical curiosity, for it demonstrates the beginning of color evolution. Where or when it will be telecast—if ever—is not yet known. American Cigar

COMPATIBLE COLOR . . .

Here's what WPTZ is doing about it

ON DECEMBER 18, 1953, less than 24 hours after the FCC approval of the NTSC standards had been announced, Westinghouse Station WPTZ televised "in color" the first commercial announcement and the first local program.

But this historic event was by no means WPTZ's first experience with color television.

For the past 2½ years, WPTZ has been working in compatible color for television. Through our experimental station—KG2DXT—we've cooperated in producing and airing over 70 different color test programs. These have ranged from experimental slide tests to public demonstrations of commercial products. For instance..

August 4, 1951—Slides
Color slides were used for initial checking purposes. Various colors were studied for clarity and definition and compatibility checks were made.

February 6, 1952—Slides and Live
Additional checks were made in improvements of slide fidelity. Live color tests were made for the first time under the compatible system.

June 26, 1953—Howdy Doody from NBC, New York
The colorful Howdy became the first network star to be seen in full color on an intercity network. Compatibility was checked on regular receivers.

October 30, 1953—Local color demonstration for advertisers
The first slide and film demonstration of compatible color was made available to Philadelphia advertisers. Commercial products were demonstrated and the first continuous film projector was used in this demonstration. Four separate showings were held.

October 31, 1953—Opera "Carmen" from NBC, New York
Philadelphia's first public demonstration of compatible color was presented by WPTZ to an audience of civic leaders and dignitaries.

When color television becomes a commercial reality, WPTZ will be ready to program and service your needs with experienced personnel and the finest equipment—just as it has served your black-and-white TV requirements since January 1932.

WPTZ

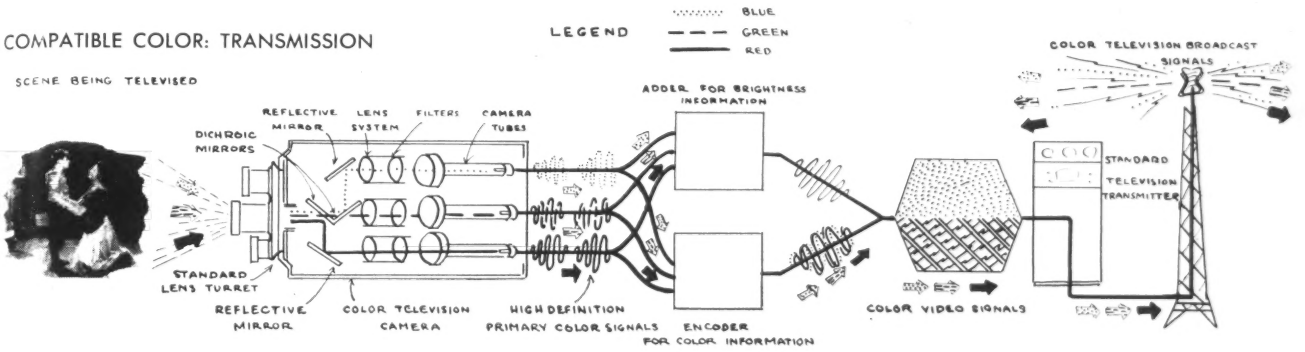
Power-peaked at 100,000 watts — now delivering a stronger signal to more people over a wider area than any other television station in Pennsylvania.

FIRST IN TELEVISION IN PHILADELPHIA

WESTINGHOUSE BROADCASTING COMPANY Inc

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

National Representatives: Free & Peters, except for TV; for WBZ-TV and WPTZ, NBC Spot Sales



and Cigarette Co., maker of Pall Malls, and its agency, Sullivan, Stauffer, Colwell & Bayles, through Film Counsellors, commissioned Peter Elgar Productions Inc., New York, to shoot the commercial experimentally. (The same film was made in black and white and has already been telecast on Pall Malls' *Where's Raymond* on ABC-TV.)

There can be no doubt that the commercial is colorful. The setting is a costume ball in an ornately furnished ballroom. The costumes, furniture and other props look elegant. The question which SSC&B and its client must decide is whether the commercial will sell costumes or Pall Malls, whether the distinctive, red package held by the actor sitting at a table can command attention in the midst of such distracting opulence.

A lot of advertisers and their agencies will be asking questions like that in the next year. At this moment there are more questions than answers.

Probably the most vital question is that of color costs. For tv advertisers the answer to this question may be postponed until the end of 1954, for in color's introductory year telecasters will absorb the expenses of conversion. Without a color audience, they can hardly ask advertisers to pay premium prices for color shows that will still be seen by most tv viewers in black-and-white.

The expenses which confront telecasters in the next 12 months are considerable. It will cost around $25,000 to adapt transmission equipment to accommodate network color shows, another $40,000 or so to install color slide projection gear, another $50,000 for color film equipment and substantially more than that for even a rudimentary setup for local live production.

Adapting existing transmitting facilities to telecast network color is not a serious problem either economically or technically, and indeed a number of stations have already equipped themselves for that stage. Some 20-odd stations were to carry the NBC-TV colorcast of the Pasadena Tournament of Roses New Year's Day.

A number of stations are planning early installation of the next stage—slide projection—which, though more expensive than the first and subject to a few more technical uncertainties, will probably be reached by many stations before the end of 1954.

The Next Stages

The next two stages will not come so quickly. Delays in the case of film equipment will be caused primarily by technical bugs, in the case of local live production by costs which will give ulcers to the management of even the most successful stations.

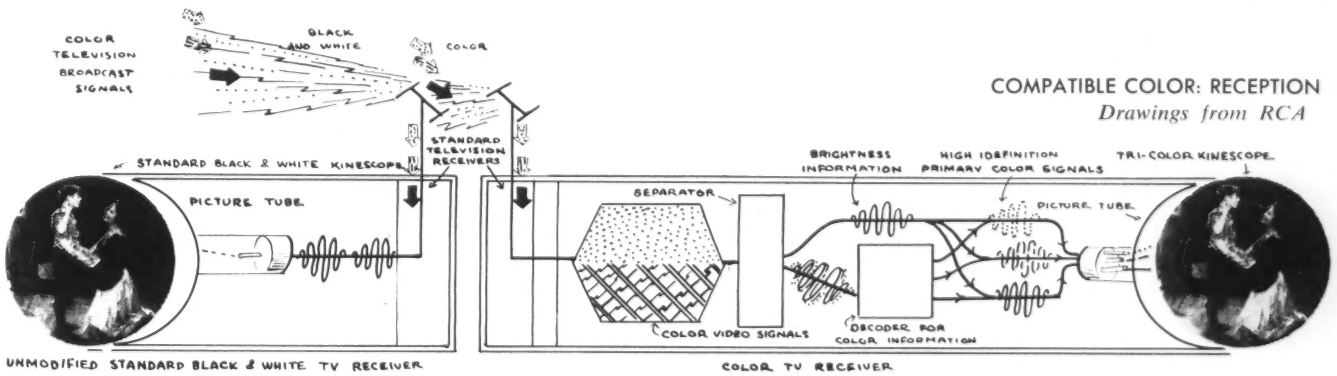
As yet color film equipment has shortcomings. An RCA system which is being produced commercially uses a flying spot scanner tube in conjunction with a 16 mm fast pulldown projector. "Fast" is the word for it. The mechanism moves the film from a standstill to a speed of 22 miles per hour and stops it again, all in little more than one-thousandth of a second. This feature restricts the device to the use of 16 mm film that has absolutely no weaknesses from splicing. Station engineers are wondering how to lick the film breakage problem.

It is the local live production stage that obviously will be reached last. RCA has quoted $69,500 as the price of a single color camera and associated equipment. Last October CBS demonstrated a prototype of a Chromacoder camera system to be marketed at $30,000 for the camera which picks up the scene in CBS' old field sequential color and $34,000 for a Chromacoder which translates the signal into the compatible, NTSC color system approved by the FCC.

CBS claimed that its Chromacoder system would be cheaper than others in multi-camera installations since one Chromacoder will take care of any number of cameras. Additional camera units would cost $30,000 each, compared with the $69,500 per unit for three-tube RCA cameras. At the time it was shown, the system admittedly still needed refinement.

Not many stations that can afford to think of live local color at all will want to think of it in such primitive terms as operation with a single camera. Local live production probably means two color cameras at least at the outset, or a total investment of between $94,000 and $139,000 for cameras alone. Costs, however, will not stop there. More intricate lighting is required for good color production than for black and white. More lighting means more cost for lighting itself and, because of greater heat, more adequate air conditioning. Only those tv stations which have particularly powerful air conditioning systems will escape added costs for such facilities when they install live color tv.

Although most stations will wait a while to create their own facilities for live originations, networks must face that stage right off the bat. And for them the costs will



What Will Color Mean To Department Stores?

HOWARD P. ABRAHAMS, manager, sales promotion division, National Retail Dry Goods Assn., says:

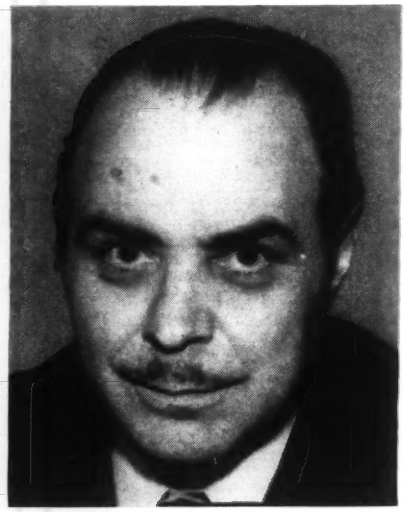
DEPARTMENT stores have not been outstanding users of television as an advertising medium, yet there are dozens of cases where they have been highly successful in this medium.

Stores have been among the first to use tv. In spite of this, their use of television is limited with many department stores having gone into the medium and then stopped, often before they had given tv a fair opportunity to demonstrate results. The main problem appears to be that stores are not familiar with and hence do not know the best way to use tv. Similarly, tv stations are guilty of not knowing how to help stores with programming.

Retailers have always been experts in selling visually. They use their windows and selling counters, especially in this era of self-selection, to demonstrate and sell merchandise. It would appear that this knowledge would be a tremendous advantage in creating advertising for a video medium.

However, many department stores have clearly indicated that the lack of color has held them back in television. These stores argue that they need color to demonstrate their fashions and accessories. One store, for example, now using 20% of its media budget in tv, insists that when color comes in they will probably increase it to 50% of their budget.

If this store is any index, and the store is an important one in the department store scheme of things, then anything can happen in retail advertising when color tv is practical and priced competitively with other media.



SAMUEL H. CUFF, television veteran and consultant on radio and television to Allied Stores, says:

DEPARTMENT stores are mainly soft line venders. They do naturally carry all lines, hard and soft, but, since their largest markups came from soft line items, they concentrate on these.

Soft lines are largely color lines. There is a strong element of style, fashion, and so forth, but these really need color for the best presentations. Also in their linens and domestics color is an important factor. They give much black and white newspaper space to tell of the colors and shades the items advertised come in.

Thus, with color television, department stores will have the ideal advertising median, from the standpoint of their "descriptive" phases of their all over promotional effects. But, this does not mean that they will flock into color tv as soon as this reaches their respective markets. There will be less resistance to the use of color television than there has been for other broadcast media.

One of the errors which will probably be made by broadcasters is to assume that, merely because they can offer color, they have solved all of their department stores selling problems. Actually, color, though adding much to the selling punch, will not replace the selling punch and know-how. The error will be in assuming that color, as such, will carry itself.

Color will help and many stores will use it, many more stores and many stores with a strong "fashion character" who have stayed away from all broadcast media. But color alone will not be the entire ingredient. Know-how on the use of tv is just as necessary here as it is in black-and-white.

be tremendous. As an example, NBC spent some $2 million converting a single studio, the Colonial Theatre in New York, for color production. Both CBS-Television and NBC have ambitious plans for opening color facilities in New York and California this year.

Another added cost will be that of intercity network service provided by AT&T. The experimental tariff charged by AT&T so far has been $450 per month for each station connection in addition to the regular black-and-white rate of $500 per month for full-time service (eight consecutive hours daily).

At least at the outset, networks will absorb the entire cost differential between black-and-white and color transmissions by AT&T. Like other color costs, those cannot be passed on to advertisers until there is a color audience.

By the end of the introductory year, networks will have produced enough color shows to know how much the expenses of various kinds of programs will be affected by color and by then cable and radio relay transmission rates should also be somewhat stabilized.

By 1955 the network advertiser should know a lot more about color production and color cost. Chances are that by then the networks' customers will begin getting bills for some part of network color program expenses.

According to present plans, CBS-TV will telecast three color programs a week from New York in the first quarter of 1954, will begin rotating commercial programs at the rate of one or two per week plus special colorcasts in the second quarter and will begin color originations from Hollywood in the third quarter. Fourth-quarter schedules will depend upon the number of color sets in use at the time and upon advertiser interest, a network spokesman told B•T.

NBC-TV has said it would telecast each of its regular commercial programs in color in 1954, averaging two colorcasts a week. It is equipping a color origination point at its Burbank, Calif., studios and will do

For the past year NBC has had a special "color corps" working on color programming techniques. Members are (seated, l-r) Norman Grant, network art director and color consultant; Barry Wood, executive producer in charge of color coordination; Richard

color-casts of its California-originated shows from there.

Neither ABC nor DuMont has definite color plans.

Robert E. Kintner, president of ABC, told B•T that ABC would go into color "when the time is ripe."

"We don't have to be in any hurry," he said, pointing out that unlike other networks ABC has no affiliation with a manufacturer and hence no motive to rush into color.

Ted Bergmann, director of the DuMont network, said DuMont would be "ready to go ahead with it [color] when it has reached the point where it can be taken seriously by the groups whose support is essential to make it a success."

Mr. Bergmann explained that DuMont has been transmitting test programs in color on uhf in cooperation with the NTSC and that the network's "color transmitter crew has probably telecast more hours of color than any other crew in the city."

While networks and their advertisers are experimenting with color programs, advertisers and their agencies will, like Pall Mall and Sullivan, Stauffer, Colwell & Bayles, be experimenting with color spot commercials.

Because of relative simplicity and inexpensiveness short commercials on slides probably will be produced in comparative abundance. Though slides lack the unquestionable advantages of moving film, they at least will allow a sponsor to experiment with package design and color fundamentals. And, as mentioned above, quite a few stations will probably be equipped to show slides.

Again, the telecaster will absorb the costs. In the introductory year, few if any stations will charge extra for showing color slides despite their investment in color slide equipment.

The local advertiser will also have a chance to begin experimenting with color television. And there can be no doubt that many local accounts which heretofore have shown scant interest in television will be

Day, color consultant; Arch Robb, director of administration for color coordination; (standing, l-r) Reid Davis, color operations supervisor; Vance Hallack, supervisor of color programming at Colonial Theatre, and Dick Ward, director for color programs.

Color Tape May Change Tv Program Packaging

OF ALL the elements in the television business, none is more interested in the development of color tv tape recording than the film packagers. If tape pans out as promised, the fundamental technology of their operations is bound to change.

Though some are already working in color television film and others plan to start production soon, most are hedging their bets on film until there is greater certainty about the delivery date, the economics and the technical quality of tape.

A spot check by B•T of tv film production firms showed this range of activity and interest in color:

Ziv

In the forefront with color production plans is Ziv Television Programs Inc. A company official pointed out that Ziv has been shooting in color TV for the past five years and currently is producing four of its serials in both color and in black-and-white. They are *I Led Three Lives, Boston Blackie, Cisco Kid,* and *Favorite Story*. The official said the company is conducting research on the west coast in an effort to determine which is the all-around best method of transmission—film or tape.

Guild Films

Another firm with positive color plans is Guild Films Co. Reub Kaufman, president, said that Guild on Jan. 1 started shooting the *Liberace* series in both black-and-white and color. He added it has not been determined whether to use 35mm Technicolor or 16mm Eastman-Kodak, but said the company has been experimenting extensively the past few weeks. Other plans by Guild, according to Mr. Kaufman, are to make the *Life with Elizabeth* and *Joe Palooka Story* serials in color and black-and-white as soon as the first 26 black-and-white programs of these series are completed. He said the company is currently weighing the practicability of tape.

Screen Gems

Screen Gems, subsidiary of Columbia Pictures, is currently producing in color a film titled *The Studebaker Story* that will be available for tv distribution as well as for theatrical and other showings. A spokesman said the company has made some location material for American Tobacco Co. in Technicolor that will probably be used in some commercials and also some color commercials for Motorola.

He explained that Screen Gems has made no extensive plans for color production at this time because the company is geared to act swiftly and convert to color as soon as it become practicable. He noted that Screen Gems can tap the reservoir of talent and skills of its parent company, Columbia Pictures. He said Screen Gems is carefully watching all developments in the tape field, but expressed the belief that this method would not be economically feasible or satisfactory in performance for some time to come.

Landau

Ely Landau, president of Ely Landau Productions, said his company has no plans in the color field at the present. He said that he is convinced that there is still "a tremendous need for black and white pictures" and this condition will persist for several years.

Vitapix

Robert Wormhoudt, executive vice president of Vitapix Corp., said his firm is adopting a wait-and-see attitude until the most economical method of transmission is determined. He noted that he has had many discussions with industry leaders in the past few weeks, and said it seemed to be the consensus that over the long haul, tape will win out.

CBS-TV Films

A spokesman for the CBS-TV Film Dept. said the company had no plans for color in the immediate future. He said that all aspects of color were being examined carefully but CBS-TV Film would come to no decision until "the present jumbled situation becomes clearer."

Gross-Krasne

Aaron Beckwith, top executive with the New York office of Gross-Krasne, said the company has no present plans but voiced confidence that the company will be ready to "jump into color when the time is ripe." He noted that Gross-Krasne has had many years of experience in the motion picture field and that color "is not something new to us." Mr. Beckwith said that production officials on the west coast are studying tape along with conventional stocks.

Official Films

Officials of Official Films, Television Programs of America, and MCA said their companies had no color production plans under immediate consideration. It was pointed out that MCA, which produces *Superman*, may produce 10 of these programs in color next September if color seems practicable at that time.

"No, the weight isn't EQUALLY distributed!"

Measure Kentucky's economic dimensions and you'll find the big Louisville Trading Area *alone* accounts for 55.3% of the State's total retail sales . . . 51.3% of its food sales . . . 59.8% of its drug sales!

5000-watt WAVE delivers this tremendous market intact — covers it (plus a quarter-billion-dollar chunk of Southern Indiana) thoroughly, *without waste circulation.* To reach the rest of Kentucky, you need *many* of the State's 50 *other* stations.

Let **NBC Spot Sales** give you all the facts on WAVE— the station that really pays off in Kentucky.

5000 WATTS
NBC AFFILIATE • **WAVE LOUISVILLE**

NBC Spot Sales, Exclusive National Representatives

more receptive to the medium when color becomes available.

Color alone will not turn retailers from newspapers to tv, as Samuel H. Cuff, consultant to Allied Stores, and Howard P. Abrahams, of the National Retail Dry Goods Assn., have pointed out (see box page 82). But to say that color does not titillate the average store manager is to underestimate the imaginativeness of U. S. retailers.

Probably as good a testing ground for a survey of local color advertising possibilities as any is Washington, D. C., where retailing is aggressive, where three of the four major newspapers have color printing facilities and where four pre-freeze television stations are on the air.

John S. Hayes, president of WTOP-AM-FM-TV Washington, recently prepared an illuminating report on this subject. He talked with several of the biggest local advertisers to find out what they thought of color advertising.

"In every case," said Mr. Hayes, "each advertiser told me that the sales results of his store from using color space were greater than the same space when printed in black and white. That is the positive side of it.

"On the negative side, strangely enough, each advertiser had exactly the same four complaints about the use of color in newspapers. The question is how we, in television, can minimize these four problems to the advertisers when the time comes to complement their color space with color time."

The first complaint of the advertisers was that newspapers required from two to six weeks notice of insertion for a color ad, a deadline sometimes too advanced to satisfy local retailers. Right now it is within the technical capacity of color television to beat the newspaper's two-week deadline by at least 10 days, and, what can be more important, call off a scheduled commercial at the last moment, as a newspaper, with its rigid press schedules, cannot do.

The second complaint of the merchants again dealt with newspaper printing

BBDO, biggest billing agency in radio and television, has been working intensively on color film processes with several film manufacturers, but its screen department believes "there still remains quite a bit of research and experimentation before color film on tv will be completely acceptable."

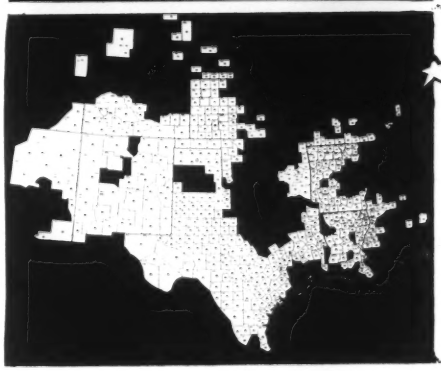
The agency has scheduled a special screening Jan. 14 in New York of a 16mm reduction reel of footage made in Tecnicolor optical prints and Kodachrome reverse prints. In announcing the screening, the agency said it guessed a color film could be made in just a few days more than it would take to make a comparable black and white film, assuming tricky opticals weren't used.

"BBDO's tv people are also studying closely the possibilities and development of RCA's new video tape," the announcement added.

THE MUST MARKET
in the great Southwest

SAN ANTONIO . . .
more than
½ MILLION PEOPLE
RETAIL SALES . . .
more than
½ BILLION DOLLARS

SOUTH TEXAS . . .
nearly
1½ MILLION PEOPLE
RETAIL SALES . . .
more than
1½ BILLION DOLLARS



WOAI COVERAGE . . .
more than
2½ MILLION PEOPLE
RETAIL SALES . . .
nearly
2½ BILLION DOLLARS

THE MUST STATION
in the great Southwest

THE MOST POWERFUL ADVERTISING INFLUENCE
IN THE SOUTHWEST

NBC AFFILIATE
TQN

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York — Chicago — Los Angeles — St. Louis
Dallas — San Francisco — Detroit

CLEAR CHANNEL · 50,000 WATTS
WOAI
SAN ANTONIO

whatever your radio/tv connection...

B·T

is the one journal that gives you the most reliable, most complete news of radio, tv and allied arts

If you are new to radio/tv, or if you plan to enter the field—don't take chances on a buck-slip copy. —start your own subscription today. Read the latest radio-tv business news while it is still news.

BROADCASTING • TELECASTING
1735 De Sales Street, N.W.
Washington 6, D. C.

Please start my subscription with the big 108-page January 4 issue. I understand the rate for 52 weekly issues is $7.00. ($9.00 with the BROADCASTING Yearbook or $11.00 with both Yearbooks.) My $..... check is enclosed. ( ) Please bill.

name

company

street

city zone state

☐ 1954 Broadcasting Yearbook

☐ 1953-54 Telecasting Yearbook

problems. Most papers which print color cannot guarantee a fixed position for a color ad. Color television does not have that disadvantage. The station knows in advance what times it can clear and can guarantee the advertiser that his commercial will appear then.

The third complaint was that newspaper color is of uncertain quality. In a large press run, the quality of reproduction sometimes varies from copy to copy. Compare that with color television where, as Mr. Hayes said, "we will take a color photograph and instantly that same phòtograph will be in uniform color in hundreds of thousands of homes."

The fourth complaint was that the cost differential between color ads and black-and-white ads in newspapers is too high for local merchants. In Washington papers, a full-page color ad in the average is roughly 37½% more expensive than the same size ad in black-and-white. It is Mr. Hayes' belief that no such price differential will be necessary in projecting color commercials on local slides.

"If a station is in a fairly well sold out situation," said Mr. Hayes, "and if the volume of local color announcements that it prepares itself or has prepared for it locally totals more than about 20% of the station's current volume of local black-and-white slide material, production costs will remain just about the same."

HILTON & RIGGIO, New York agency, in its bulletin, "What's New," said last week: "It may not be too early to start thinking about how color tv may necessitate changing your package labels to assure the strongest possible identification. Indications are that full color video may be available within two to three years. Preliminary tests already have revealed that products packaged predominantly in white suffer badly in comparison with those put up in brighter hues. Make a note of it."

Are merchants willing to commit themselves to color tv? Here are excerpts of two letters to Mr. Hayes from two of them.

The advertising director of a heavy-volume department store with gross sales of probably $55 million a year: "The selling appeal of merchandise depends so much on texture and color that undoubtedly color television will have the impact we need to bring the story of new merchandise to people's homes. We have always felt that the lack of color was a solid barrier in merchandising the use of television the way we would like to."

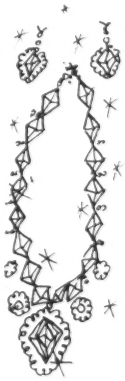
The vice president of Garfinckel's, Washington's leading high-fashion shop, which ranks with Bergdorf-Goodman of New York and Neiman-Marcus of Dallas: "We deal with fashion merchandise, and we have always felt that radio and black-and-white television do not lend themselves to the projection of our type of merchandise to the public because women's apparel has to be truly seen in order to be truly appreciated.

"In many tests of black-and-white tele-

EVEN BELGIUM WATCHES

W·H·E·N

"C'est si bon!" exclaim the Belgians. They know a good thing when they see it.



Belgium, the jewel center of the world, has reason to glitter. But Belgium, N. Y., is sure that WHEN is the greatest jewel of all — and Belgium is only one of more than 250 communities in Central N. Y. who think that WHEN sparkles more than the Jonkers itself. It takes a lot of sparkle to attract 2¼ million pair of eyes, but WHEN has it! Climb into the Channel 8 showcase if you want some of that attention for your product.

SEE YOUR NEAREST KATZ AGENCY

Everybody WATCHES

CBS
ABC
DUMONT

A MEREDITH STATION

W·H·E·N TELEVISION SYRACUSE

vision we have found that details of color, workmanship and quality of fabrics in women's apparel cannot be brought out sufficiently to meet our requirements.

"In experiments with color television made in collaboration with CBS in Washington several years ago we felt that by being able to bring out the effects in color of women's merchandise we were able to project a fashionable impression unobtainable in any other medium."

In his analysis of how color television could meet the competition of newspaper color space, Mr. Hayes was confining himself to the use of tv slide projection. More elaborate television presentations are farther in the future.

Not in 1954, perhaps not in 1955, undoubtedly in 1956 local television color commercials and programs, live and—what holds infinite promise—on electronic tape, will be giving newspaper publishers plenty of headaches.

It is tape which, if present promises are realized, will give television a degree of flexibility that will widen the margin of advantage over newspapers.

So far only RCA has publicly demonstrated a color tape recording system, and that is incomplete. At its present stage the system can record tv signals and reproduce them but cannot rebroadcast them. Brig. Gen. David Sarnoff, RCA board chairman, has said he was confident that "it is only a matter of time, perhaps two years, before the finishing touches will bring the system to commercial reality."

Bing Crosby Enterprises, which demonstrated a magnetic tape recording system for black-and-white television a year ago, claims to have a color system virtually ready for demonstration. The Crosby company was scheduled to make a color tape recording of a local colorcast of the Tournament of Roses parade New Year's Day.

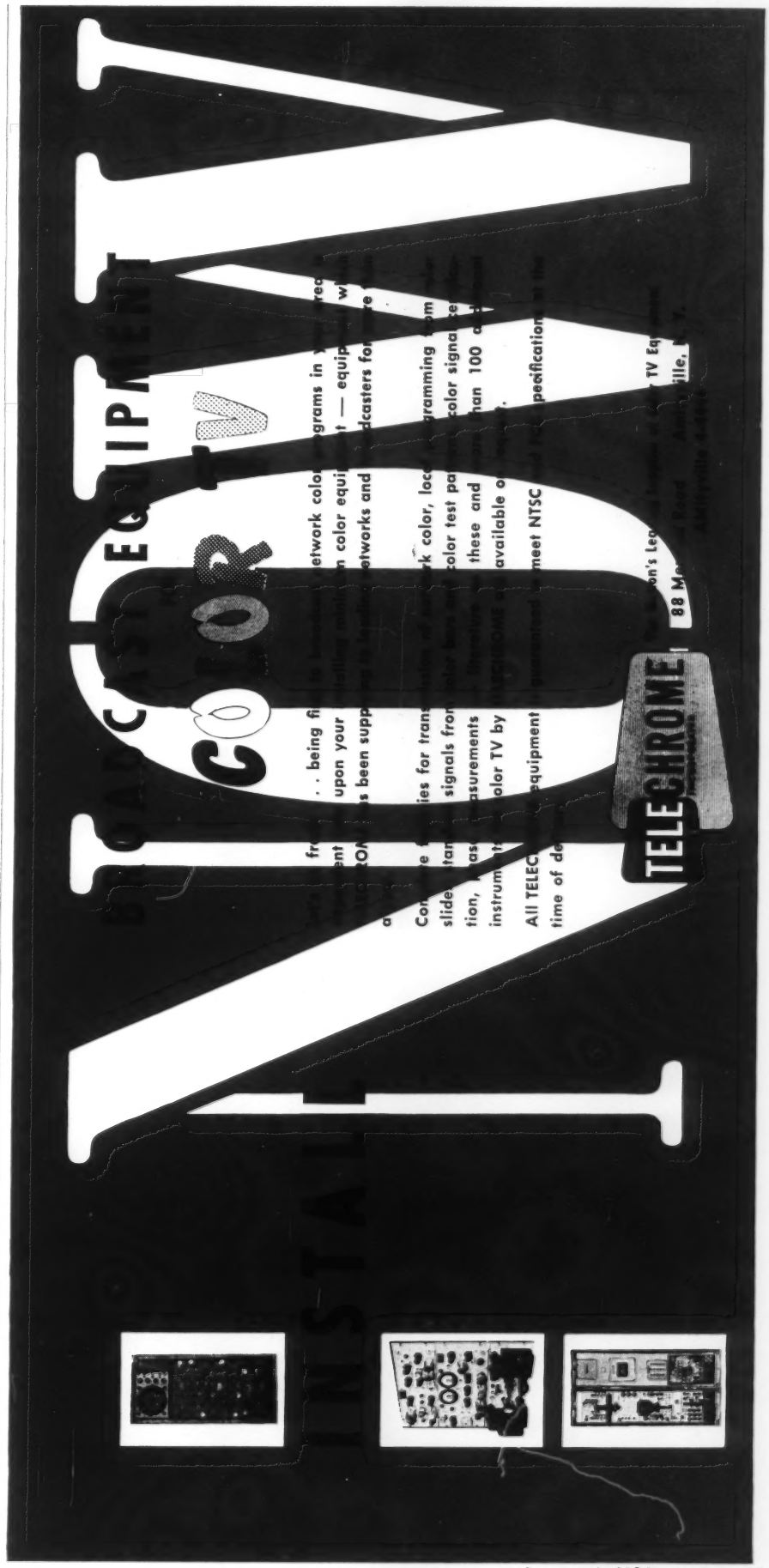
A number of other companies are known to have been working on magnetic television tape systems. These include Minnesota Mining & Manufacturing Co., St. Paul; General Electric Co., Syracuse; Armour Research Foundation, Chicago; Shoup Engineering Co., Chicago; Audio & Video Products Corp., New York; Brush Development Co., Cleveland; General Precision Lab., Pleasantville, N. Y.

With all these research and laboratory resources devoted to the development of tape, it seems certain that it is only a matter of time—probably not more than the two years that Gen. Sarnoff predicted and possibly less—before present inadequacies are licked. One problem is to reduce the massiveness of equipment and the amount of tape needed to record programs.

In RCA's system, the tape moves across the recording and reproducing heads at a speed of 30 feet per second, meaning that 54,000 feet of tape must pass through the system in a half-hour show. Refined equipment now under development will reduce the speed to 20 feet per second.

The tape moves more slowly in the Crosby Video Tape Recorder, according to Frank C. Healey, executive director of the electronics division of Bing Crosby Enterprises. The VTR uses up to 30,000 feet in half an hour.

The advantages of tape over film are



Advertisement

From where I sit
by Joe Marsh

Hope "Cappy" Told Him Where To Get Off!

"Cappy" Fisher—who just retired after thirty-five good years as a railroad conductor—was telling us about a salesman who was often one of his passengers.

"That man was so busy," says Cappy, "he used to bring a Dictaphone on the train to catch up on his letters. On one trip he'd been rushing around so much he clean forgot to bring his ticket. Left it on his desk."

When Cappy started to tell him not to worry about the ticket, the salesman busts out with "Who's worried about the darn ticket? It's just that now I don't know what city I was going to get off at!"

Cappy might have been pulling our leg, but from where I sit, lots of us get so wrapped up in ourselves we often forget "where we're going." Some folks get so narrow they even begrudge their neighbors the right to enjoy a glass of beer now and then. Let's not forget that just as trains run on steam and oil, democracies run on freedom and tolerance!

Joe Marsh

Copyright, 1951, United States Brewers Foundation

many. Perhaps the greatest is in cost. Present estimates are that tape telecasting will be 80% to 90% cheaper than telecasting from black-and-white film and 90% to 95% cheaper than color film. Of almost equal importance is the speed of operation. Tape can be played back almost instantaneously after recording.

Tape should enormously simplify production problems in making both commercials and programs. Conceivably it could cause a large reduction in the volume of live shows on the networks. The speed of tape reproduction will be such that the element of spontaneity now obtainable only in live production could be retained virtually intact, even if a moderate amount of editing were done between recording and reproduction.

As one leading telecaster put it in a private conversation about color transmission costs: "The higher AT&T rates get, the faster you'll see tape developed."

Assuming tape equipment can be designed to be comparatively portable, the benefits to stations and their local accounts should be considerable.

In a recent conversation with a B•T editor, the executive in charge of radio and television for a company which operates newspapers as well as broadcast properties in several major markets was speculating about the possible uses of tape, after equipment is refined.

"Think of the day that you can take tape equipment into a specialty shop, for example, and record a commercial featuring a model wearing a particular dress, just as she would look to a customer in the store," he said.

"Let's say you shoot the commercial at 10 in the morning. You take time to edit it carefully and you still can show it to the store executives at lunch. Even if they want a few more editing changes, you can put it on the air at 2 o'clock in the afternoon.

"Tell me how newspapers can compete with that," he added.

However color is telecast, by tape, film, slides or in live production, it is bound to change advertising in the future as much as advertising has already been changed by television in black-and-white.

It seems certain that color tv will do much to accelerate a general trend toward color-consciousness that, probably to a large extent, was started by the full-color advertisements and editorial matter in national magazines, especially in *Life*, the women's magazines and the "shelter" magazines aimed at families with interests in home building and improvement.

The American home has never been more colorful than it is today. Appliance manufacturers have introduced colors to such fixtures as refrigerators and kitchen cabinets which historically had been uniformly white. Exterior and interior house paints are being produced in heretofore unheard-of varieties of colors. In the do-it-yourself trend which is enveloping America, color occupies an essential role.

For the makers of all the products America uses, color television cannot help but become a primary and unequalled vehicle for moving goods.

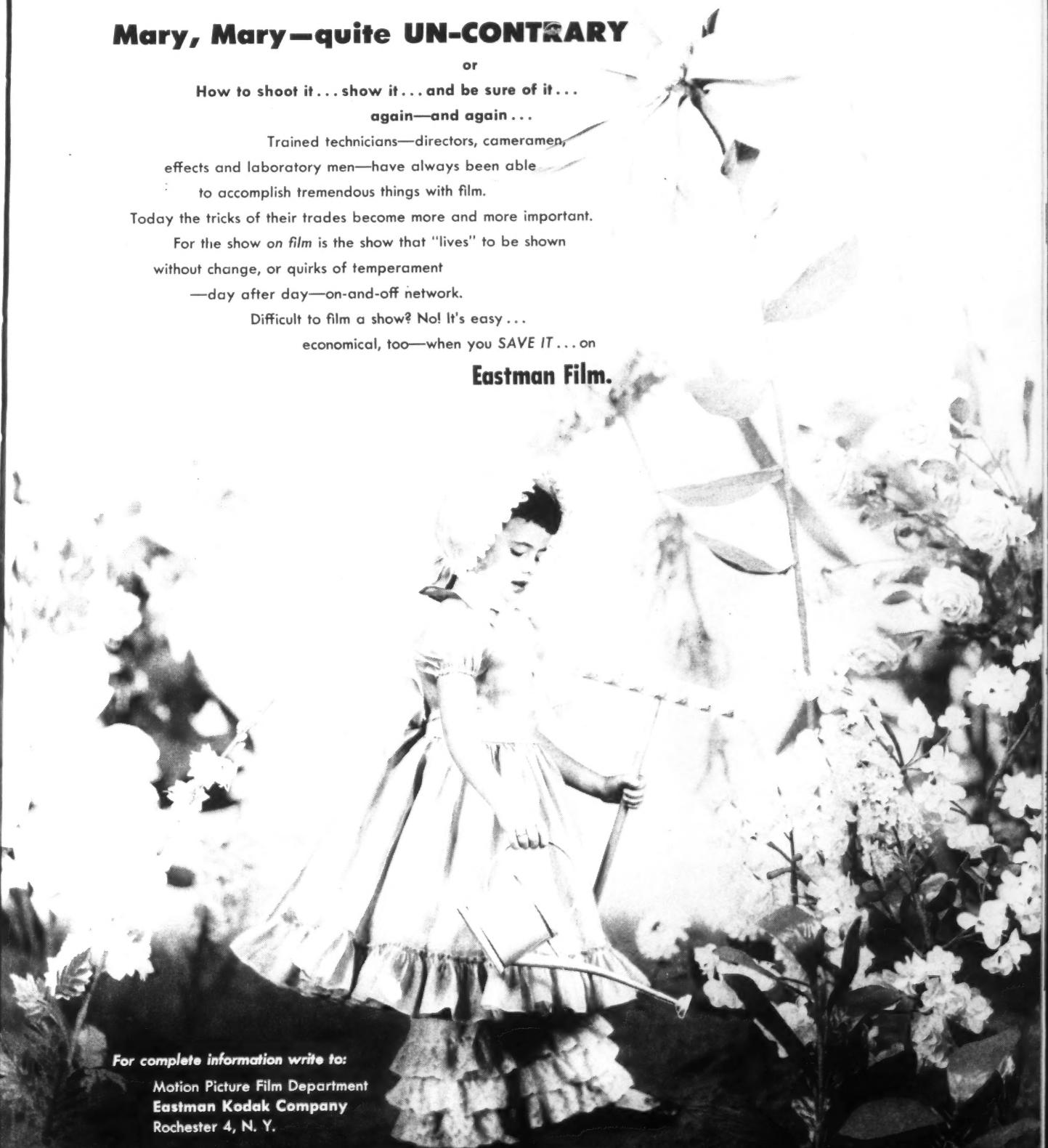
Mary, Mary—quite UN-CONTRARY

or

How to shoot it . . . show it . . . and be sure of it . . .
again—and again . . .

Trained technicians—directors, cameramen,
effects and laboratory men—have always been able
to accomplish tremendous things with film.
Today the tricks of their trades become more and more important.
For the show *on film* is the show that "lives" to be shown
without change, or quirks of temperament
—day after day—on-and-off network.
Difficult to film a show? No! It's easy . . .
economical, too—when you *SAVE IT* . . . on

Eastman Film.



For complete information write to:

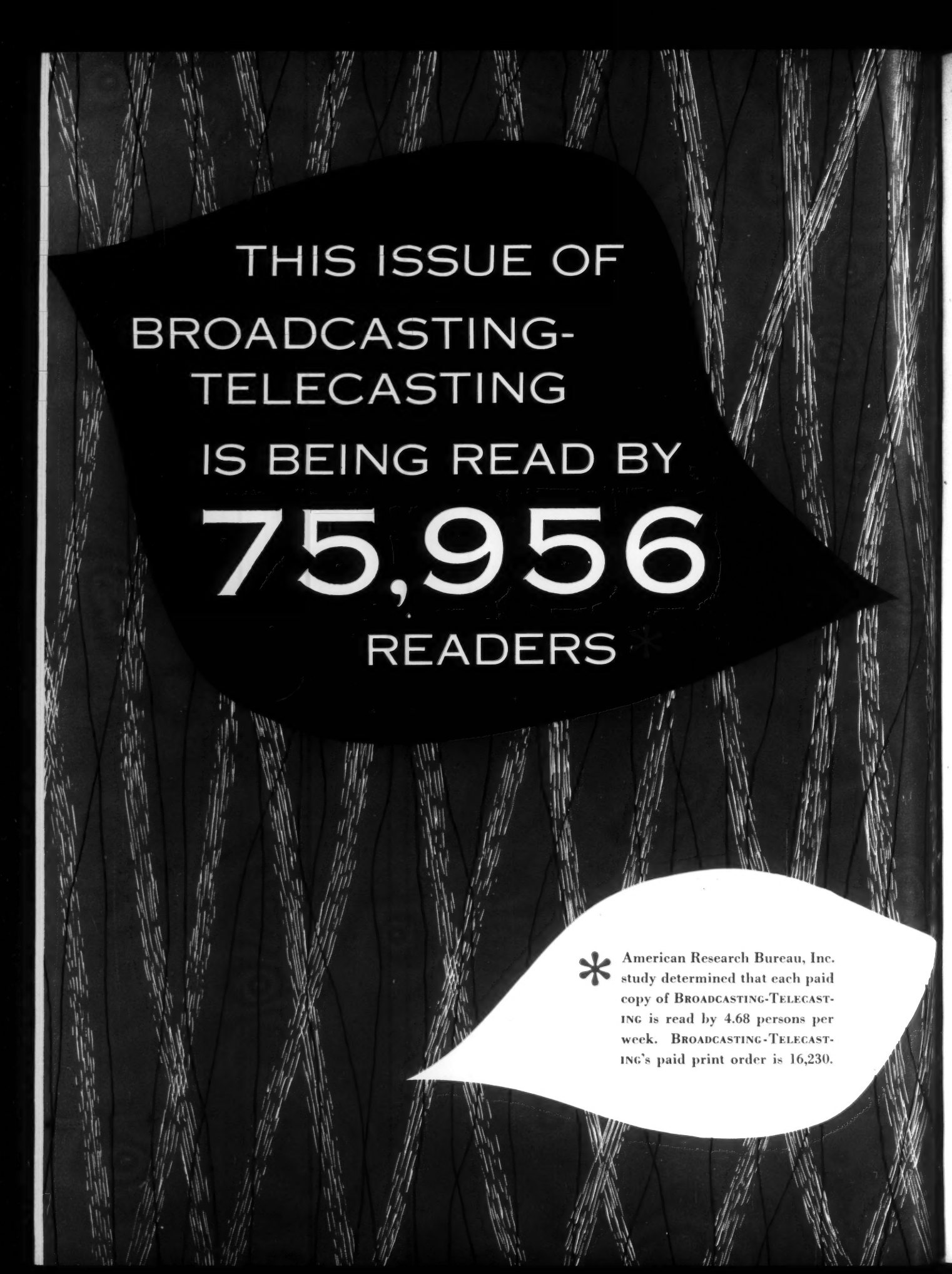
Motion Picture Film Department
Eastman Kodak Company
Rochester 4, N. Y.

East Coast Division
342 Madison Ave.
New York 17, N. Y.

Midwest Division
137 North Wabash Avenue
Chicago 2, Illinois

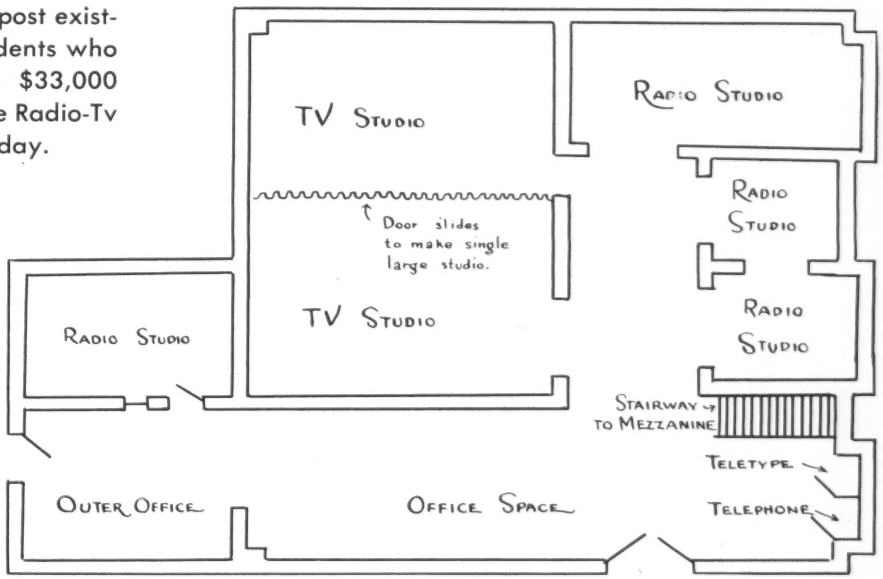
West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Agents for the distribution and sale of Eastman Professional Motion Picture Films
W. J. German, Inc.: Fort Lee, N. J.; Chicago, Ill.; Hollywood, Calif.


THIS ISSUE OF
BROADCASTING-
TELECASTING
IS BEING READ BY
75,956
READERS*
* American Research Bureau, Inc. study determined that each paid copy of BROADCASTING-TELECASTING is read by 4.68 persons per week. BROADCASTING-TELECASTING's paid print order is 16,230.

Radio-Tv Find a Home on Capitol Hill

After more than 16 years of pillar-to-post existence, the broadcast media correspondents who cover the Senate have been given $33,000 worth of elbow room. The new Senate Radio-Tv Gallery goes into operation today.



FLOOR PLAN of the new Senate Radio-Tv Gallery, which goes into operation today, shows graphically the facilities broadcast media newsmen will have to cover lawmakers and their activities. The newly-designed gallery will provide working room for the major radio and tv networks, four major tv film services, and individual stations and services.

RADIO and television have a new and bigger stature on Capitol Hill, after more than 16 years of taking a back seat in facilities for reporting Washington affairs to the nation.

Just completed, with debut slated for today (Monday), are remodeled studios on the gallery floor of the Senate wing of the U. S. Capitol which will accommodate all major radio and tv networks, four major tv film services and 35 individual radio stations or special news services.

Here, away from the gilded halls and corridors of the historic Senate, newsmen can interview legislators, tape shows and produce radio or tv programs in a setting which resembles the most modern broadcast studio layout in the country.

Cost of the remodeling, under direction of Capitol Architect David Lynn and his assistant, Arthur E. Cook, was $33,000, appropriated last summer by the 83d Congress which begins its second session Wednesday.

Nomenclature: G-25

The remodeled room, G-25, is located in one of the many rooms which are adjacent to the Senate chamber's seating gallery. It is next door to the Press Gallery which houses the many correspondents covering Senate proceedings for the nation's newspapers and wire services.

The gallery now contains a new tv studio, 20x15¼ ft., which has acoustical doors permitting two studios, 10x15¼ ft., to film two separate shows at the same time. For radio, there is a 12x6 ft. studio, and two 7x5 ft. studios, the latter studios also separated from each other by acoustical doors.

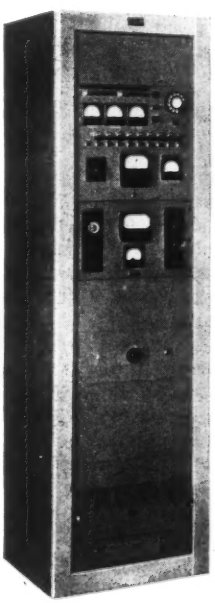
Stairs lead up to a mezzanine (17x12½ ft.) which is used for files, power, telephones and air conditioning controls. Office space measures 28 ft. 3 in. x 8 ft. 10 in. Lines are included for any of the radio and tv networks to use any of the studios. Acoustical tile and grid lighting are among the many installations.

This is a departure from the former makeshift arrangement which complicated production. Whenever it was necessary to accommodate more than one show, or when a big issue broke in the Senate, near pandemonium would ensue in the gallery.

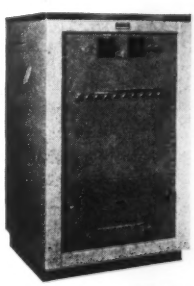
The before broadcasting history of the room goes back to 1859 when the Senate wing was opened. So far as Capitol records show, first occupant was the Committee on Claims. Later, when the Committee on Privileges & Elections was there for several

GATES

- Control functions separate from metering
- Rack cabinets standard equipment
- Cabinets interwired, ready to use
- Generous facilities for expansion



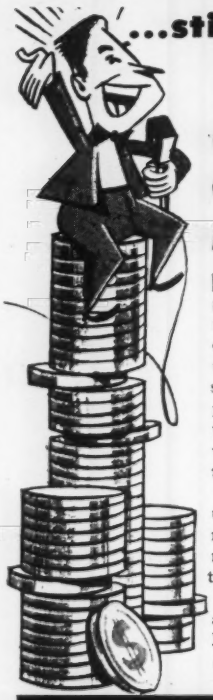
THE *Complete* REMOTE CONTROL SYSTEM FOR UNATTENDED OPERATION



- Delivery excellent
- Nation-wide sales and service
- Three separate direct reading meters
- The *complete* system

Branches in New York, Washington, Atlanta, Houston and Los Angeles. Field sales engineers everywhere.

GATES RADIO COMPANY
Manufacturing Engineers Since 1922
QUINCY, ILLINOIS - - - U.S.A.



...still stacking up sales! in the GREATER OREGON MARKET

▶ A leading national grocery chain has been using station **KGW** continuously for more than 3 years with outstanding results—proof positive KGW advertising pays off for advertisers who insist on their money's worth.

For real sales results use KGW—an economical and efficient medium for covering the rich Oregon market.

For details, contact any office of Edward Petry, Inc.

*Name on request.

KGW

Affiliated with NBC

IN THE large tv studio, Capitol Architect David Lynn, who directed the $33,000 remodeling of the Senate Radio-Tv Gallery, briefs the executive committee of the Radio & Television Correspondents Assn. on details. L to r: seated, Ann Corrick, Crosley Broadcasting Corp., member at large; Martin Agronsky, ABC, chairman; Mr. Lynn; Richard Harkness, NBC, vice chairman; standing, Julian Goodman, NBC, member at large; George J. Marder, UP Radio, member at large; D. Harold McGrath, Gallery superintendent; Joseph F. McCaffrey, MBS, treasurer. William Costello, CBS, secretary, was not present.

years, the room was the scene of famous hearings held on contests for Senate seats. It was in G-25 that Sen. Rush Holt, elected before he was eligible (he was under the constitutional age), successfully resisted ouster efforts.

Leslie Biffle as Secretary to the Democratic Majority was assigned the room in 1933 and in the thirties it was the rendezvous point for Senatorial strategy for the debates of early New Deal days.

First Space in 1937

When first the radio news fraternity was recognized (1937) and permitted access to the galleries, a 6x12-ft. room was made available and later the space was doubled. The first major show: Description of the funeral of Sen. William E. Borah. In 1941, H. R. Baukhage broadcast for NBC a description of the Senate war declaration against Germany.

More space (about 28x28 ft.) was turned over to radio use when Michigan's Arthur Vandenburg gave up claim to G-25's full area.

It was then 1945. The day after Franklin D. Roosevelt died, the room was jammed with newsmen recording a series of interviews with members of the Senate.

Soon after Harry S. Truman became President, the expanded gallery was formally dedicated on radio's 25th anniversary with Mr. Truman cutting the ribbon. Nearly all of the Senate was present.

Television made its entry in 1947 with a live show telecast by NBC. Earl Godwin, Richard Harkness and Robert McCormick were featured in a round-table discussion of current affairs. Sen. William Langer (R-N. D.) was the first Senator filmed there (for NBC-TV's *Camel Caravan*).

With tv making film demands, part of the gallery was re-apportioned in 1949 to permit a few lights to be installed in one of the small, original studios. More than half the members of the Senate were filmed there.

A move, backed by Sens. Homer Ferguson (R-Mich.) and Burnet R. Maybank (D-S. C.), to add a portion of the corridor adjacent to the Gallery for tv use was put in legislation which failed during the 82d Congress and the first session of the current Congress. Efforts will be made for reconsideration.

But, in the meantime, demands were great on the limited area being used. Seven network and the independent members of the Radio & Television Correspondents Assn. worked out the plan which reaches fruition today.

The Gallery must take over the sundry (and often unexpected) demands of 155 correspondents, working for radio and television.

The new layout, it is expected, will keep the traffic problems down to a minimum while permitting production of radio recordings, live pickups (radio or tv), forum shows, filmings and relays to be unhampered.

The best way to sell the KANSAS FARM MARKET

use the KANSAS FARM STATION WIBW CBS RADIO in Topeka

Ben Ludy, Gen Mgr., WIBW-KCKN

Rep. Capper Publications, Inc.

CHNS

HALIFAX NOVA SCOTIA

Our List of NATIONAL ADVERTISERS Looks Like WHO'S WHO!

THEY want the BEST!

Ask JOS. WEED & CO., 350 Madison Ave., New York

About the Maritimes Busiest Station

5000 WATTS

Station Authorizations, Applications
(As Compiled by B•T)

Dec. 22 through Dec. 28

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. uni.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of Nov. 30, 1953*

	AM	FM	TV
Licensed (all on air)	2,485	535	101
CPs on air	24	26	†233
CPs not on air	113	20	215
Total on air	2,509	561	†334
Total authorized	2,622	581	550
Applications in hearing	129	1	154
New station requests	181	5	236
Facilities change request	149	30	16
Total applications pending	836	94	370
Licenses deleted in Nov.	0	3	0
CPs deleted in Nov.	0	3	7

***Does not include noncommercial educational fm and tv stations.**

†Authorized to operate commercially.

* * *

Am and Fm Summary through Dec. 28

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,521	2,499	138	182	137
Fm	560	534	23	2	3

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	196	293	489[1]
Educational	12	17	29

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	231	115	346
Noncommercial on air	1	1	2

Applications filed since April 14, 1952:

	New	Amnd.	vhf	uhf	Total
Commercial	893	337	686	524	1,211[2]
Educational	51		25	26	51[3]
Total	924	337	711	550	1,262[4]

[1] Thirty-one CPs (8 vhf, 23 uhf) have been returned.
[2] One applicant did not specify channel.
[3] Includes 29 already granted.
[4] Includes 514 already granted.

* * *

Note: Amended processing procedures and revised city priority list (continuing only those cities with contested applications) are now in effect [B•T, Oct. 26].

ACTIONS OF FCC

New Tv Stations . . .

GRANTS

San Diego, Calif.—Elliot L. Cushman, granted uhf ch. 21 (512-518 mc); ERP 186 kw visual, 100 kw aural; antenna height above average terrain 810 ft., above ground 250 ft. Estimated construction cost $253,526.11, first year operating cost $200,000, revenue $200,000. Post office address San Diego Shopping News, 13th & Broadway, San Diego. Studio location 2556 5th Ave., San Diego. Transmitter location Mt. Soledad, 10 miles NW of San Diego. Geographic coordinates 32° 50′ 20″ N. Lat., 117° 15′ 00″ W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer George C. Davis, Washington. Mr. Cushman is general manager and 62½% stockholder *San Diego Shopping News* and president and 95% stockholder Southwest Color Press, San Diego. Granted Dec. 23.

Thomasville, Ga.—E. D. Rivers Sr., granted vhf ch. 6 (82-88 mc); ERP 6.03 kw visual, 3.02 kw aural; antenna height above average terrain 350 ft., above ground 355 ft. Estimated construction cost $110,355, first year operating cost $60,000, revenue $75,000. Post office address E. D. Rivers Sr., Lakeland, Ga. Studio location: Bank of Thomas County Bldg. Transmitter location about 1 mi. NE of center of Thomasville. Geographic coordinates: 30° 50′ 55″ N. Lat., 80° 57′ 12″ W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer W. J. Holey, Atlanta, Ga. Sole owner is **Eurith Dickinson Rivers Sr.,** president and majority stockholder of WOBS Jacksonville, Fla., chairman of board and majority stockholder of WLBS Birmingham, Ala., and president and majority stockholder of WMIE Miami, Fla. Granted Dec. 23.

Joplin, Mo.—Air Time Inc. (KSWM) granted vhf ch. 12 (204-210 mc); ERP 58.9 kw visual, 34.7 kw aural; antenna height above average terrain 504 ft., above ground 442 ft. Estimated construction cost $143,401, first year operating cost $100,000, revenue $100,000. Post Office address: 1928 W. 13th St., Joplin, Missouri. Studio and transmitter location: 1928 W. 13th Street, Joplin, Missouri. Geographic coordinates 37° 04′ 45″ N. Lat. 94° 32′ 9.5″ W. Long. Transmitter RCA, antenna RCA. Legal counsel None. Consulting engineer Austin A. Harrison, Joplin, Mo. Principals include President **Austin A. Harrison** (50%), Vice President **Herbert Van Fleet** (1.65%), Secretary-Treasurer **Eleanor F. Harrison** (46.7%). Granted Dec. 23.

Seattle, Wash.—U. of Wash., (KUOW-FM) granted noncommercial educational vhf ch. 9* (186-192 mc); ERP 29.5 kw visual, 17.8 kw aural; antenna height above average terrain 470 ft., above ground 287 ft. Estimated construction cost $131,566, first year operating cost $183,164. Post Office address: % Edwin H. Adams, Radio Hall. Studio location school campus. Transmitter location 1712 Harvard St., Seattle. Geographic coordinates 47° 37′ 2″ N. Lat., 122° 19′ 13″ W. Long. Transmitter and antenna RCA. Legal counsel Haley, Doty & Schellenburg, Washington. Consulting engineer unspecified. Granted Dec. 24.

APPLICATION

Fayetteville, N. C.—Ralph E. Hess, uhf ch. 18 (494-500 mc); ERP 212.4 kw visual, 110.68 kw aural; antenna height above average terrain 477.82 ft., above ground 551.19 ft. Estimated construction cost $264,345, first year operating cost $150,000, revenue $175,000. Post office address: 1216 Edmonds Ave., Drexel Hill, Pa. Studio location 1216 Edmonds Ave., Drexel Hill, Pa. Transmitter location between Ramsey & North St., just inside city limits, Fayetteville. Geographic coordinates 35° 04′ 19″ N. Lat., 78° 52′ 45″ W. Long. Transmitter and antenna GE. Legal counsel Maurice R. Barnes, Washington. Consulting engineer, C. R. Chambers, Rehoboth Beach, Del. **Mr. Hess** is account executive and manager of industrial advertising for the Al Paul Lefton Co., Philadelphia, Pa. Mr. Hess recently purchased WFAI Fayetteville, for $125,000, subject to FCC approval. Filed Dec. 22.

APPLICATIONS DISMISSED

Fayetteville, N. C.—Rollins Bcstg. Inc. FCC dismissed bid for new tv station on uhf ch. 18 at request of attorney. Dismissed Dec. 23.

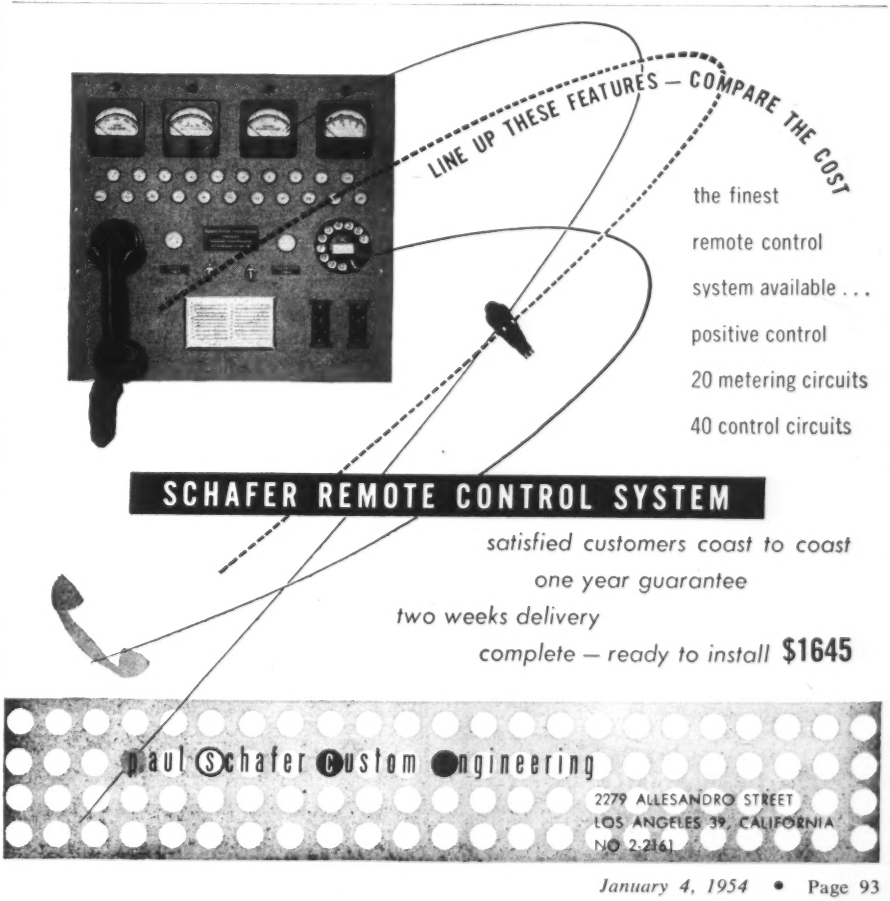
Fayetteville, N. C.—Cape Fear Bcstg. Co. FCC dismissed bid for new tv station on uhf ch. 18 at request of applicant. Dismissed Dec. 22.

Existing Tv Stations . . .

ACTIONS BY FCC

KJEO Fresno, Calif.—O'Neill Bcstg. Co. granted modification of CP for uhf ch. 47 to change ERP to 178 kw visual, 91.2 kw aural; change transmitter site to 4 miles W. of Pine Ridge, Meadow Lake, Fresno. Granted Dec. 24; announced Dec. 28.

KTVU (TV) Stockton, Calif.—San Joaquin Telecasters granted modification of CP for uhf ch. 36 to change studio location to 2293 East Main St., Stockton; ERP to 151 kw visual, 81.3 kw aural; specify directional antenna; antenna height above average terrain 1,630 ft. Granted Dec. 17; announced Dec. 22.



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KID-TV Idaho Falls, Idaho—Idaho Radio Corp. granted STA to operate commercially on ch. 3 for the period ending Feb. 25. Granted Dec. 17; announced Dec. 22.

WTVI (TV) Belleville, Ill.—Signal Hill Telecasting Corp. granted modification of CP for uhf ch. 54 to change ERP to 245 kw visual, 129 kw aural; antenna height above average terrain 630 ft. Granted Dec. 17; announced Dec. 22.

WDAN-TV Danville, Ill.—Northwestern Pub. Co. granted STA to operate commercially on uhf ch. 24 for the period ending Dec. 28. Granted Dec. 16; announced Dec. 22.

WHO-TV Des Moines, Iowa—Central Bcstg. Co. granted modification of CP for vhf ch. 13 to change ERP to 316 kw visual, 191 kw aural; antenna height above average terrain 780 ft. Granted Dec. 18; announced Dec. 22.

KSLA (TV) Shreveport, La.—Interim Tv Corp. granted STA to operate commercially on vhf ch. 12 for the period ending Dec. 28. Granted Dec. 18; announced Dec. 28.

WTEV (TV) New Bedford, Mass.—E. Anthony & Sons Inc. granted modification of CP for uhf ch. 28 to change ERP to 251 kw visual, 132 kw aural; change studio and transmitter location to Bullock Rd., near Chippeway Rd., Freetown; antenna height above average terrain 730 ft. Granted Dec. 17; announced Dec. 22.

WRGB Schenectady, N. Y.—General Electric Co. granted STA to operate commercially on vhf ch. 6 (formerly on ch. 4) for the period Jan. 4 to Jan. 8. Granted Dec. 17; announced Dec. 22.

KOLN-TV Lincoln, Neb.—Cornhusker Radio & Tv Corp. granted modification of CP for vhf ch. 12 to change ERP to 316 kw visual, 158 kw aural; change transmitter location to K Twp., 6 miles E. of Beaver Crossing. Granted Dec. 24; announced Dec. 28.

WMFD-TV Wilmington, N. C.—WMFD-TV Inc. granted STA to operate commercially on vhf ch. 6 for the period ending March 20. Granted Dec. 11; announced Dec. 28.

WARM-TV Scranton, Pa.—Union Bcstg. Co. granted modification of CP for ch. 16 to change ERP to 151 kw visual, 81.3 kw aural; change to directional antenna system; antenna height above average terrain 1,220 ft. Granted Dec. 15; announced Dec. 22.

WAIM-TV Anderson, S. C.—Wilton E. Hall granted STA to operate commercially on uhf ch. 40 for the period ending May 30. Granted Dec. 11; announced Dec. 28.

New Am Stations . . .

APPLICATIONS

Newburyport, Mass.—Sherwood J. Tarlow, 1340 kc, 250 w unlimited. Estimated construction cost $14,765.59, first year operating cost $45,500, revenue $52,300. Mr. Tarlow is owner WHIL Medford, Mass., and applicant for new am stations in Plymouth and Beverly, Mass. Post office address 432 Chestnut St., Newton. Filed Dec. 21.

Elmira, N. Y.—John S. Booth & Thompson K. Cassel d/b as Elmira Tv, 800 kc, 500 w daytime. Estimated construction cost $11,000, first year operating cost $52,000, revenue $75,000. Principals include **T. K. Cassell** (50%), owner WATS Sayre, Pa.; general partner WTVE (TV) Elmira and 25.8% owner WCHA-AM-FM-TV Chambersburg, Pa.; and **John S. Booth** (50%), general partner WTVE (TV) and 33% owner WCHA. On grant of this application Mr. Cassel will sell WATS. Post office address 366 North Main St. Filed Dec. 22.

Lawton, Okla.—Progressive Bcstg. Co., 1050 kc, 250 w daytime. Estimated construction cost $20,750, first year operating cost $15,000, revenue $16,500. Principals include President **Dr. Gerald G. Downing** (66⅔%), physician; Vice President **William A. Logan** (16⅔%), attorney, and Secretary-Treasurer **Harry E. Knight** (16⅔%), employee KWSO Lawton. Post office address % Dr. Downing, 605 Gore Blvd. Filed Dec. 22.

APPLICATIONS AMENDED

Columbus, Ga.—Muscogee Bcstg. Co. amends application for new am station on 1540 kc, 1 kw daytime to specify 1580 kc. Filed Dec. 22.

Winfield, Kan.—Erick F. Jensen & George L. Gifford d/b as Winfield Bcstg. Co. amends application for new am station on 1210 kc, 250 w daytime to specify 900 kc using directional antenna. Filed Dec. 22.

APPLICATION DISMISSED

Darlington, S. C.—J. C. Greene Jr. & R. H. Whitesides tr/as Southern Radiocasting Co. FCC dismissed bid for new am station on 1420 kc, 500 w daytime. Dismissed Dec. 18.

Existing Am Stations . . .

ACTIONS BY FCC

WKRZ Oil City, Pa.—WKRZ Inc. granted modification of license to operate unlimited hours except from 7:30 p.m.-8:30 p.m. on Sundays; 7:15 p.m.-8:45 p.m. on Tuesdays and Thursdays. Granted Dec. 18; announced Dec. 22.

WSAJ Grove City, Pa.—Grove City College granted modification of license to change hours of operation to 7:30 p.m.-8:30 p.m. on Sundays; 7:15 p.m.-8:45 p.m. on Tuesdays and Thursdays. Granted Dec. 18; announced Dec. 22.

New Fm Stations . . .

ACTIONS BY FCC

Hartford City, Ind.—School City of Hartford City granted CP for new non-commercial educational fm station on ch. 220 (91.9 mc); with power of 10 w. Granted Dec. 15; announced Dec. 22.

Tampa, Fla.—Fm Bcstrs., granted new fm station on ch. 300 (107.9 mc); ERP 10.5 kw; antenna height above average terrain 160 ft. Granted Dec. 23.

Existing Fm Stations . . .

ACTIONS BY FCC

WBBS (FM) Crawfordsville, Ind.—First Baptist Church granted modification of CP to change antenna height above average terrain from 38 ft. to 58 ft. Granted Dec. 18; announced Dec. 22.

WNAS (FM) New Albany, Ind.—School City of New Albany granted CP to make changes in non-commercial fm station to change power from 10 w to 250 w. Granted Dec. 23; announced Dec. 28.

WFPK (FM) Louisville, Ky.—Louisville Free Public Library granted modification of CP to change ERP from 10 kw to 19.5 kw; antenna height above average terrain from 35 ft. to 315 ft. Granted Dec. 14; announced Dec. 22.

KNEV (FM) Reno, Nev.—Everett B. Cobb granted modification of CP to change ERP from 2.3 kw to 10.5 kw; antenna height above average terrain 690 ft. Granted Dec. 18; announced Dec. 22.

STATIONS DELETED

WESN-FM Salsbury, Md. — Peninsula Bcstg. Co. FCC granted request to cancel license and delete fm station on ch. 248. Deleted Dec. 16.

WJKO-FM Springfield, Mass. — Springfield Bcstg. Co. FCC granted request to cancel CP and delete fm station on ch. 270. Deleted Dec. 16.

WADE-FM Wadesboro, N. C.—R. P. Lyon & Son. FCC granted request to cancel license and delete fm station on ch. 240. Deleted Dec. 11; announced Dec. 22.

Ownership Changes . . .

ACTIONS BY FCC

KFOX Long Beach, Calif.—Nichols & Warriner Inc. granted voluntary transfer of control to Dorothy A. Nichols (89.79%), individually and as executrix of the estate of Hal G. Nichols. Granted Dec. 16.

KLAC-TV Los Angeles, Calif.—Dorothy Schiff granted voluntary assignment of CP for vhf ch. 13 to Copley Press Inc. for $1,375,000. Copley

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KATO Reno, Nev.—Sierra Bcstg. Co. granted voluntary assignment of license to Robert L. Stoddard d/b as Sierra Bcstg. Co. No consideration involved as Mr. Stoddard is sole owner of KATO and now will be sole owner in his individual right. Granted Dec. 21.

WPAT Paterson, N. J.—North Jersey Bcstg. Co. granted voluntary acquisition of control by Union Building and Investment Co. through sale of 50% in Druwald Inc. by James P. Walden and First National Bank and Trust Co., Trustees. Druwald Inc. is parent corporation of *Passaic Daily News*, which in turn is parent of licensee. Considerations to be determined by appraisers. Granted Dec. 23.

KOTS Deming, N. M.—Luna County Bcstg. Co. granted voluntary assignment of CP for new am station to Edwin E. Merriman, Hugh S. Thomas and Robert D. Tobey d/b as Luna County Bcstg. Co. through sale of ¼ interest by Homer W. Nel-

(Continued on page 98)

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Experienced station manager. Can offer large interest in station to right man for nominal investment. Box 791A, B•T.

Immediately. Manager for one of the best small market stations in North Carolina. Station now doing over $80,000. per year. Man we want must now be in radio in the south, familiar with small market operation, heavy on sales, family man with clean records and habits. $15,000. a year proposition. All replies strictly confidential. If you think you're the man, write full details to Box 850A, B•T.

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Florida salesman. Experienced man. Excellent opportunity for hard worker. Give full details in your first letter. Box 676A, B•T.

Salesman have opening for aggressive experienced radio salesman network station in important market. Box 718A, B•T.

Assistant sales manager for kw daytimer, one station market—eastern Pennsylvania. Prefer experienced all—'round radio man. A job with a future. Excellent announcing and production staff. Salary, plus commission. Box 793A, B•T.

A job with a future for competent salesman desiring to advance! Established northern Illinois 1,000 watt independent offers guaranteed monthly income $400. against 15 per cent commission, protected territory, account list. Bonus, paid vacation, sick benefits. Personal interview required. Give training, experience, age. Box 856A, B•T.

Radio salesman for competitive market 5 kw affiliate. Must be able to make constructive pitch for station going into tv market. Best incentive plan for man willing to work. Send complete background and sales record. Box 916A, B•T.

Salesman-announcer, experienced, dependable. Good voice, personality, proven selling ability, hard worker. Permanent desirable position, southwest, CBS affiliate. Family man who prefers weekly $91.50 to commission. Full details, tape, Box 917A, B•T.

Top sales position with comparable compensation open with good music station in leading eastern market. Experience and proven ability required. Send complete information, references and photo. Box 943A, B•T.

Help Wanted—(Cont'd)

Am-tv operation in midwest wants a good, hard-hitting salesman. Prefer a family man with small station sales experience. Send complete details of background in first letter. This medium sized market offers plenty of opportunity to make money. Box 939A, B•T.

An excellent sales position in radio is available to an aggressive worker with ideas, who can follow through. We expect no miracles but we ourselves obtained when we were on the sales staff. Apply to Harold P. Kane, General Manager, WJOC, Jamestown, New York.

Announcer

Announcer-salesman combo men. 1st phone desirable. Midwest. Wire Box 716A, B•T.

Experienced announcer capable of doing emcee work and delivering selling commercials on radio and tv. Box 717A, B•T.

Top small market North Carolina station has opening for two announcers. One must be heavy on hillbilly DJ, other must be heavy on pop, news and sports. Want men now employed in the Carolinas. Top money and living conditions. Write Box 851A, B•T.

Outstanding personality and emcee with successful record in midwest by large radio and tv operation. Box 854A, B•T.

Daytime, Pennsylvania station needs deep voiced disc jockey-staff announcer. Prefer personality man, experience secondary to ability. Excellent opportunity for live wire to use and develop his ability. Send tape and letter to Box 872A, B•T.

5 kilowatt am-tv net station in midwest has immediate opening for top quality staff announcer, chance for tv in future send qualifications, disc to Box 908A, B•T.

Experienced radio pitchman who can pull mail for all night trick by large midwest station. Box 855A, B•T.

Announcer-newscaster. Immediate opening at midwest network affiliate serving area of half million people. Pay right for right voice. Send tape or disc with letter on background. Box 915A, B•T.

Personality disc jockey. Send tape and details. Box 920A, B•T.

We are shopping for good experienced combo or otherwise valuable staff member. KCNI, Broken Bow, Nebraska.

1 kw independent wants announcer. Experienced, strong on news. Must be able as DJ, and run board. No license required. Good pay, salary open. Send audition and qualifications to KFAL, Fulton, Mo.

Experienced announcer-engineer with first second or third ticket opening staff first of year. Send voice recording or tape details to Dave Button, Manager, KSVP, Artesia, New Mexico.

Help Wanted—(Cont'd)

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CBS station in state's largest metropolitan area, going 5000 watts in January, requires additional experienced announcers. Scale plus talent, two weeks vacation with pay, resort privileges arranged. No operating staff changes in years. Only those desiring permanency apply. Send detailed resume, references, audition, and minimum salary required. WAKE, Greenville, S. C.

Announcer. Experienced in radio with prospect of working into television. Good pay and working conditions with complete insurance coverage and 40-hour, five-day week. Send full information plus picture and voice tape to Program Director, WOC, Davenport, Iowa.

Experienced staff announcer who can also do play-by-play sports. Top wages and chance for advancement. Opportunity to sell if you desire. Linder Group, Box 393, Willmar, Minnesota.

Technical

East coast major market independent wants first class combination man. Excellent salary and working arrangement. Personal interview and audition required. Write in detail giving references which will be checked. Box 271A, B•T.

Announcer-engineer with first class ticket. Good staff man. Convenient to New Orleans. Fine opportunity for right man. Box 814A, B•T.

Ohio network affiliate of more than 25 years' standing has opening for junior engineer with first class license, age 21-30, experience unnecessary but desirable, am-fm-tv operation. Only individuals who are stable, willing and interested in their work, looking for permanent employment should apply. Furnish complete information, at least four references, and salary requirements in your application. Box 837A, B•T.

Two radio operators in midwestern 5 kilowatt station. Must have first phone. Box 907A, B•T.

We're looking for first phone engineer ready to take over chief's duties who can do creditable job announcing. Immediately. Good daytime station in good university town. Arden Booth, KLWN, Lawrence, Kansas.

1000 watt network station in the heart of hunting and fishing land seeks capable engineer who can announce or handle copy. Excellent opportunity for advancement into executive position with growing organization. KVWO, Cheyenne, Wyoming.

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Michigan independent has immediate opening for licensed engineer. Studio and transmitter location combined. Good working conditions. Send all details in first letter to M. Robinson, WHFB, Benton Harbor, Michigan.

Two first class engineers to work in am and learn tv. Contact Technical Director, Radio Station WINK, Fort Myers, Florida.

First phone transmitter operator, WSYB, Rutland, Vermont.

Immediate openings. First class engineers for am, tv operation. Call or write Wallace Wurz, Chief Engineer, WTVH, Peoria, Ill.

Production-Programming, Others

Advertising copywriter wanted. First letter should tell all. Earl Huth, WHBY, Appleton, Wis.

Ohio station looking for news director. Prefer man who can do some news broadcasting as well as run a regular local beat. Must have working experience. Send full details including tape or disc to Box 826A, B•T.

Executive secretary (female) with experience in radio. Preferable knowledge acquired in smaller operations. Unique opportunity. Box 875A, B•T.

Girl radio continuity writer for small progressive station. Life insurance, hospitalization, vacation paid. Modern facilities, pleasant working conditions. Position permanent with small, friendly staff. Graduated salary increases. Car desirable, personal interview necessary. Position open January 15th. Contact Phil Crenshaw, KVLH, Pauls Valley, Oklahoma.

Copywriter needed. Immediate opening. Full information first letter. WEAV, Plattsburg, New York.

TELEVISION OPPORTUNITY

with

VHF station located large southeastern 2 station market top physical facilities. Owners long experienced AM. Permanent positions offered.

SALES MANAGER We need a man with good solid local TV sales experience who can provide leadership for local sales staff. We are primarily interested in developing local and regional sales. National contacts not important. Personal sales ability, administrative qualities, and personal qualifications will be mighty important as this will be an outstanding position in our city. Will pay up to $10,000. base with generous bonus opportunity which could make this one of best positions of type in TV.

PROMOTION MANAGER with real basic knowledge of merchandising problems of regional and national advertisers. Must know how to exploit our TV station via TV, AM, newspapers, public relations, and everything in the book to further develop and maintain our top position with public and advertisers.

Replies will be completely confidential, and no investigation will be made without your permission. Write in detail to Box 940A, B•T.

Help Wanted—(Cont'd)

Commercial copywriter, or writer-announcer, write or call John Wilson, WFLO, Farmville, Virginia.

Television

Salesmen

Need experienced tv salesman excellent opportunity for real producer. Box 719A, B•T.

Outstanding opportunity for aggressive television salesman in market of half million. Can easily earn $15,000. first year. Eastern seaboard station. Wire or write Box 929A, B•T.

Technical

Tv engineer for operation and maintenance of progressive southeastern vhf station. Include salary required and experience in first letter. Box 941A, B•T.

Production-Programming, Others

Tv production-program director. Must have tv station experience film and commercial spots. Good future for right man in the Tennessee Valley. Send full details, also small photo first letter. WMSL-TV Decatur, Alabama.

Situations Wanted

Managerial

Stranded! On an island in the midwest. Will work like hell to captain your ship to treasure island! Have salvaged a number of radio stations shipwrecked in tv ports. Will bring aboard big cargo of sales and program experience. Write for Captain's Log today. Box 912A, B•T.

Station manager in small market 250 watt network station desires change to opportunity offering more elbow room. Thoroughly experienced sales, programming, and economical operation. Nine years' experience all phases. Ambitious, conscientious, hard worker, loves radio. Prefer southern states. Resume on request. Box 926A, B•T.

Manager available. 23 years in the business, 37 years old. Small and medium markets. Every station profitable including tv six months old. Good reasons for wanting change. Box 928A, B•T.

Salesmen

Sales. Commercial manager with 20 years experience. Leading salesman **New England regional** network. Married, veteran. Available January 1st. Box 865A, B•T.

Announcers

Want a "Town and Country" DJ? Country singer. Also work staff. Ohio, anywhere. Tapes, resume request. Box 835A, B•T.

Announcer-producer, radio-tv, 4 years experience, degree, solid, high-type, wishes join staff established radio or new tv station. Box 847A, B•T.

Record emcee job by mature-sounding, able, experienced radio man, age 24. Now earning $100. Desire good DJ opportunity. Good station. For tape, details, write Box 880A, B•T.

Recent broadcasting school graduate. Mature voice, color, depth. Good on newscasts and commercials. Ex-teacher. Good background, vocabulary. Box 900A, B•T.

Veteran with professional broadcast training, no experience, a tape and ability wishes to become topnotch, all-round experienced announcer with proven ability. Box 902A, B•T.

AFN experience, mature voice, personality, good all-round announcer. Disc, resume upon request. Box 903A, B•T.

Hard working announcer, will travel, strong DJ, news, sports. Board third class ticket. Available now. Disc, tape. Box 904A, B•T.

Alert announcer. Strong DJ, news, sports, board, single. Will travel. Disc, tape. Third class ticket. Available now. Box 905A, B•T.

Announcer. Available February 15, 1954. Good personality, DJ, news, commercial. Box 909A, B•T.

DJ or newsman. 8 years' experience, Four with network. Would prefer position in progressive station situated in enterprising market. Also free lance writer and actor. I am thoroughly phased in all facets of broadcasting and wish to settle permanently. Married with two children. Tape and brochure upon request. College grad. Box 927A, B•T.

Situations Wanted—(Cont'd)

Staff announcer. Strong on commercials, news and DJ. Deep, mature voice. Can do sports. Married. Vetran. Ohio only. Box 934A, B•T.

Announcer newscaster excellent news-copy writer. College graduate, three year post-grad study, seventeen years practical experience on lecture stage and in public speaking. Midwestern graduate. Will travel. Available February 1st. Box 935A, B•T.

Topnotch announcer, deejay, newscaster, mature voice, experienced radio-tv, minimum $75. Box 937A, B•T.

Announcer—single 28. 2 years 250 watter experience. Prefer Florida. Consider all. Carlton Elkins, Route 2, Quincy, Florida.

Experienced announcer. Replies or personal interview after January 7th. Dan Kalenak, 1324 Johnson, Nanty-Glo, Penna.

Announcer, recent broadcasting school graduate; no experience; 3rd class ticket. Joseph James, 158 West 8th St., Bayonne, New Jersey. Federal 9-8279.

Announcer. Commercial strong news, DJ. Limited experience, single, veteran, car resume, tape. Keith Roberts, 20-33 31st St., Long Island, New York.

Staff announcer. Strong on commercials, news, and DJ. Good sports voice. Graduate Midwestern Broadcasting School in Chicago. Nick Stima, 712 Vista Terrace. Rockford, Illinois. Phone 4-1360.

Staff announcers (8). Newscasters, board men, competent and sober, also girl writer. Pathfinders School of Radio, 737 11th St. N. W., Washington, D. C. Phone Metropolitan 8-5255.

Combo, first phone, available January. Emphasis announcing. Experienced both in indie and net affiliate. Presently employed 1 kw Mutual affiliate. Good references. Write Box 177, Byron, Minnesota.

Technical

Engineer with 20 years experience which includes new station construction and three years tv desires position as technical director especially in warm climate. Box 658A, B•T.

Combo, first phone. Graduate of Don Martin's radio-tv school. Knowledge of tv control. Prefer S. W. Box 901A, B•T.

Experienced combo engineer. With first phone. Wishes to establish position in New York or New Jersey area. Box 906A, B•T.

Engineer, first phone. Studio and transmitter, experience, available immediately. Box 910A, B•T.

Combo, first phone, graduate 2 years radio and television broadcasting school. Box 911A, B•T.

Five years experience am studio, transmitter. First phone. Studio or transmitter employment wanted. Box 925, B•T.

Engineer. 4 years experience, 2 years chief. Broadcast & hi-power vhf, some announcing. Wish to locate in New York, Conn. area. Box 942A, B•T.

1st phone. Six years experience, interested in combo work, with tv future. Southwest preferred. Box 932A, B•T.

First class operator, 8 years experience desires job as chief engineer of small station or as operator in large station. Available at once and will travel. Phone 74, Jeff Rice, Jr., 708 W. Central, Bentonville, Arkansas.

Production-Programming, Others

News director-newscaster seeks good salary, talent with major marketer. Authoritative news background, Proven news chief 50 kw metropolitan newspaper ownership. Box 785A, B•T.

Challenging opportunity requiring creative talent desired by college graduate with seven years radio, one year tv experience. Box 913A, B•T.

Sports, sales, program director. Seven years experience. Desire settle California. Box 918A, B•T.

Newsman, presently employed, five kilowatt net. Journalism graduate. Desires position with possibilities or connection with aggressive radio or television livewires. Consider anything. Available February. Box 923A, B•T.

Situations Wanted—(Cont'd)

Need a gal Friday with creative program ideas? Experienced in fashions, public service and promotion; trained for production and on the air, radio and television. Will go anywhere. Box 931A, B•T.

Girl writer. Hillbilly-DJ. Pathfinders School of Radio, 737 11th St. N.W., Washington, D. C. Phone Metropolitan 8-5255.

Television

Announcers

Excellent staff announcer. Family man. Dependable. Past two years with CBS station. Professional acting experience—stage, tv. Prefer job including tv northeast—north central, but any good offer considered. Box 936A, B•T.

Technical

Chief engineer available. Excellent background. Built vhf and uhf stations. Box 933A, B•T.

First fone, 23, all phases am experience, some tv servicing. Good knowledge tv broadcast equipments. Desires position in tv station. Box 938A, B•T.

Production-Programming, Others

Producer-director, experienced and well versed on all types of tv shows would like position with new aggressive tv station. Will submit particulars to interested parties. Box 921A, B•T.

For Sale

Stations

Pacific coast state. 250 watt Indie. Exclusive. Asking $35,000. Make own terms. Box 944A, B•T.

Equipment, etc.

Have spare zoomar lens; perfect condition. Box 811A, B•T.

Towers for sale—(One) 283 foot stainless heavy duty tower. Can support fm pylon or tv on top. guyed. CAA lighted. State price. (One) 150 foot light guyed tower. CAA lighted. State price. Will sell two towers together or one separate. Box 867A B•T.

Gates transmitter. 1000 kw BC-1E. Remains as originally designed. 5 years old. Like new. No modifications. State price. Also for sale one phasing cabinet. State price. Box 868A, B•T.

One new type 101 Wincharger, 250 ft. tower, complete with guys and earth anchors—$2,000. One used 220 ft. Truscon self-supporting non-insulated tower, $3,000. KGVO, Missoula, Montana.

Make offer; one Shure "556"; 1 Brush xtal; 1 Turner "87"; mikes, 3-one channel remote amps, 110 vac. 2-Atlas MS 24; 1 Electrovoice 425 mike stands, 2 mike extensions, 1 Gates VTVM remote ammeter. All offers considered, WBRD, Ft. Lauderdale, Fla.

Tower for sale. Bargain for immediate sale, Truscon tower 360 foot, type D-30, triangular, self-supporting, with lighting system. $5,000. You dismantle. Also BTF-10B 10 kw fm transmitter, RCA 4-section pylon, 4-ring Collins antenna and 400 ft. 3⅛" transmission line. Wire or write Station WGH, Newport News, Va.

Best offer, 240 ft. Truscon self-supporting tower, type H-30 with lights. WOKY-TV, 704 W. Wisconsin Avenue, Milwaukee, Wisconsin.

Call Letter specialties—money getting promotions! Write RA-TEL, Box 770, Huntsville, Ala.

Mikefright? Cream of Wit classifies 6,000 laughlines, airmiles, Sebring, Florida, or bookstores. $3.50.

Wanted to Buy

Equipment, etc.

One kw transmitter, modulation monitor, frequency monitor in good condition. Box 852A, B•T.

Two to four bay Collins or Andrews side mount fm antenna, frequency range 100-108 mc and 500 ft. or more of 1⅝ cable. Reply Box 914A, B•T.

GE limiting amplifier. State price and condition WGBA, Columbus, Ga.

am transmitter 250. 1,000 or 5,000. Send complete information. William Blizzard, WMJM, Cordele, Georgia.

In first class operating condition Langevin progar unit. REL fm receiver—models 722B and 646. Western Electric limiting amplifier 1126C. Radio Broadcasting Company, 18th Floor, Inquirer Building, Philadelphia 30, Penna.

(Continued on next page)

Miscellaneous

FCC operator license quickly. Individualized instruction by correspondence or in residence. Beginners get first phone in 8 weeks. Guaranteed results. Free brochure. Write Don Grantham, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Salesmen

BROADCAST EQUIPMENT SALES

Radio broadcast, TV, and communication equipment manufacturer has openings for aggressive sales-minded men with broadcast experience.

SALES ADMINISTRATION

High level, salaried position directing branch sales from company headquarters in Midwest. Knowledge of broadcast equipment parts and accessories essential. Previous sales or merchandising experience including inventory control with electronics jobber or in broadcast and electronics field desirable. No travel.

SALES ENGINEER

Sales engineer to travel and sell broadcast equipment to radio stations in Midwest territory. Salaried position with increased remuneration for more sales.

Please send full details with photo, if possible, and state position preferred to Box 917A, B•T.

HONOLULU, HAWAII!

Nation's 44th city market needs experienced TV or radio time salesman with proven sales record for KULA-AM, Hawaii's most powerful station and KULA-TV channel 4 (on air March 1st). This is a permanent position, offering the finest year round climate, and excellent earning possibilities of over $10,000. a year. Also opportunity for later sales management in expanding operation. This is a market of 500,000 with highest per family income in nation. Man we are looking for is between 25-35; is presently top salesman at his station; and is earning between $8,000. to $10,000. in market of approximately 250,000 to 500,000 and knows retail sales inside and out.

Write immediately to H. B. Larue, General Sales Manager, KULA—KULA-TV, Honolulu, Hawaii. Send full resume first letter and picture. Will be able to interview personally in January mainland trip.

Production-Programming, Others

WANTED

Program Director — Producer

With dedicated sense of public service broadcasting . . . . to serve in Alaska.

Unique career opportunity for combination man with solid commercial experience . . . . willing also to run the board, announce, write copy, etc.

For new VOICE OF SHELDON JACKSON commercial radio station . . . . on campus of Sheldon Jackson Junior College, Sitka, Alaska . . . . operated by Board of National Missions, Presbyterian Church, USA.

Write . . . . John Groller

Secretary, Religious Broadcasting
156 Fifth Ave., New York 10, N. Y.

Help Wanted—(Cont'd)

PRODUCTION MAN

50,000 watt network station in Midwest million market offers production opportunity to qualified man. Include details of experience with emphasis on music. Enclose photo, references, salary expected. Box 930A, B•T.

Situations Wanted

Managerial

Successful station manager presently employed with 1000 watt midwest affiliate in midwest market of 300,000 desires to join AM-TV operation in program or administrative capacity fitting ability. Have supervised and worked all phases and departments . . . . production-promotion-sales and special events during eight years radio experience. Family man in early thirties, college graduate, W. W. II veteran. Now earning $12,000 annually. Reply to Box 924A, B•T.

For Sale

Equipment, etc.

FOR SALE

1 RCA TTU-1B 1 kw uhf Transmitter including:
- 2 sets of crystals,
- 1 set of operating tubes, filterplexer, and
- 1 TTC-1B Control Console.

1 RCA TFU-24BMS Antenna, 10 kw, gain 24.

1 RF load & wattmeter.

Equipment now tuned for Channel 36.

Complete package can be tuned from Channels 31-50.

Available around January 1, 1954.

We can save you money on this equipment which has been in operation since October 25, and which is up for sale because we are installing a twelve kilowatt transmitter.

Call or write KSTM-TV, St. Louis for details.

Employment Services

BROADCASTERS
EXECUTIVE PLACEMENT SERVICE

Executive Personnel for Television and Radio
Effective Service to Employer and Employee
HOWARD S. FRAZIER
TV & Radio Management Consultants
708 Bond Bldg., Washington 5. D. C.

PERSONNEL PROBLEMS?

We render a complete and confidential service to Radio & TV Stations (near and far) as well as Program Producers.

Griffin & Culver Personnel (Agency)
280 Madison Ave., New York, N. Y. ORegon 9-2690
Paul Baron, Dir., Radio TV and Film Div.
Resumes welcomed from qualified people.

Miscellaneous

THE BEST IN COMPLETE
ERECTION OF TOWERS
ANTENNA LIGHTS CO-AX CABLE
WRITE CALL WIRE
J. M. HAMILTON & COMPANY
PAINTING ERECTION MAINTENANCE
YEARS OF EXPERIENCE
Box 2432, Tel: 4-2115, Gastonia, N. C.

FOR THE RECORD

son for $100. Each remaining partner will now have ⅓ interest. Granted Dec. 21.

KSIL Silver City, N. M.—Southwest N. M. Bcstg. Corp. granted voluntary assignment of license to James H. Duncan for $110,000. Mr. Duncan is station manager and 45% stockholder KSIL. Granted Dec. 23.

WINS New York, N. Y.—Crosley Bcstg. Corp. granted voluntary assignment of license to Gotham Bcstg. Corp. for $450,000. Principals include President-Treasurer **J. Elroy McCaw** (75%), vice president-20.3% stockholder KLZ-AM-FM-TV Denver, Colo.; president-50% stockholder KELA Centralia, Wash.; secretary-treasurer-⅓ owner KYAK Yakima, Wash.; secretary-treasurer-⅓ owner KALE-AM-FM Richland, Wash.; president-½ owner KYA San Francisco; ½ partner KPOA Honolulu, KILA Hilo, Hawaii; owner KORC Mineral Wells, Tex., and vice president-25% stockholder KONA (TV) Honolulu; Vice President **John D. Keating** (25%), vice president-½ owner KYA San Francisco; ½ partner KPOA and KILA; president-25% stockholder KONA (TV) and president-⅓ owner of Northwest Tv & Bcstg. Co., applicant for new tv station on vhf ch. 12 in Portland, Ore. Granted Dec. 23.

WAYS-TV Charlotte, N. C.—Inter-City Adv. Co. of Charlotte granted assignment of license to WAYS-TV Inc. No consideration involved as stockholders in both companies are identical. Granted Dec. 21.

KRMG Tulsa, Okla.—All Oklahoma Bcstg. Co. granted assignment of license to Western Bcstg. Co. for $305,000. Principals include **Harrington Wimberly and family,** owners of the Altus (Okla.) *Times Democrat*. The newspaper owns 50% of KWHW Altus. Granted Dec. 23.

WVPO Stroudsburg, Pa.—Pocono Bcstg. Inc. granted voluntary transfer of control to Ottoway Newspapers-Radio Inc. through reorganization of 5 companies now controlled by James H. Ottaway and family. Reorganization involves exchange of capital shares of the five corporations for purpose of establishing one operating holding company with the 4 other companies as wholly owned subsidiaries. Granted Dec. 15.

WKOK Sunbury, Pa.—Sunbury Bcstg. Corp. granted voluntary relinquishment of control by Basse A. Beck, individually and as administrator of the estate of George W. Beck, deceased. Purpose is to distribute 25% interest to next of kin of George W. Beck and sale of 1 share. Principals include President **Harry H. Haddon** (37½%); Secretary-Treasurer **Basse A. Beck** (45½%), formerly 37½%; **Mrs. Leon B. Moyer** (8%); **George S. Beck** (8%) and **H. R. Smith** (1%). Granted Dec. 16.

KGKL San Angelo, Tex.—Lewis O. Seibert granted voluntary assignment of license to Angelo Bcstg.-Telecasting Inc. No consideration involved as Seibert will own 99.98% of new corporation. Granted Dec. 21.

KROD-AM-TV El Paso, Tex.—Roderick Bcstg. Corp. granted voluntary assignment of license and CP to El Paso Times Inc. for $800,000. Purpose of the sale is to consolidate business interests of Dorrence D. Roderick and his family who own more than 75% of KROD and of the *El Paso Times*. Granted Dec. 23.

WTWN St. Johnsbury, WIKE Newport, Vt.—Twin State Bcstrs. Inc. granted voluntary transfer of control from E. Dean Finney (46.1%) and his wife Tacy Hood Finney to themselves jointly and severally. Twin State is controlling stockholder of Memphremagog Bcstg. Co. (WIKE). Granted Dec. 16.

APPLICATIONS

KBTA Batesville, Ark.—White River Bcstrs. Inc. seeks voluntary transfer of control to J. F. Higginbottom through purchase of 69 shares from W. Albert West for $12,000. Mr. Higginbottom will now own approximately 66%. Filed Dec. 18.

KBTM-AM-FM Jonesboro, Ark.—Jay P. Beard & Veda Beard d/b as Regional Bcstg. Co. seek voluntary assignment of license to Harold E. King and Helen W. King d/b as Regional Bcstg. Co. for $73,000. Harold E. King is manager KWBW Hutchinson, Kan. Filed Dec. 21.

KFSA-AM-TV Ft. Smith, Ark.—Southwestern Pub Co. seeks voluntary assignment of license to its wholly owned subsidiary Southwestern Radio & Tv Co. Filed Dec. 21.

WSKB McComb, Miss.—WSKB Inc. seeks voluntary transfer of control to Charles W. Holt & Dave A. Matison Jr. through purchase of all stock for $42,500. Messrs. Holt and Matison are owners of WHXY Bogalusa, La., and Hattiesburg Tv Corp., applicant for new tv station on ch. 9 at Hattiesburg, and ⅓ and ½ owners, respectively, of WHSY Hattiesburg. Mr. Matison is also ¼ owner WAML Laurel, Miss. Filed Dec. 17.

KNEM Nevada, Mo.—John Blake, E. Williams George & Galen O. Gilbert d/b as Radio KNEM seek voluntary assignment of license to KNEM Inc. No consideration is involved as there is no change of interest or percentage of ownership. Filed Dec. 16.

WSTP-AM-FM Salisbury, N. C.—Piedmont Bcstg. Corp. seeks voluntary transfer of control to Holt McPherson and Robert M. Wallace through purchase of 51% interest from Bryce P. Beard & J. F. Hurley Jr., for $14,399.85. Principals will now include **Holt McPherson** (25.6%); **Robert M. Wallace** (25.4%); **Bryce P. Beard** (25%) and **J. F. Hurley Jr.** (24%). Filed Dec. 21.

WCIN-TV Cincinnati, Ohio—Robert W. Rounsaville & George M. Clark d/b as Rounsaville-Clark Tv Corp. seek voluntary assignment of CP for uhf ch. 54 to Robert W. Rounsaville. No consideration involved as Mr. Clark advances $100,000 toward construction of the station and re-

ceives option to purchase 45% interest. Filed Dec. 17.

WPME Punxsutawney, Pa.—Sheridan W. Pruett, Andrew C. MacCumbee & Charles M. Erhard Jr. d/b as Punxsutawney Bcstg Co. seek voluntary assignment of license to corporation of same name. Each partner gives 1/3 interest to J. A. Pelletier in payment for engineering services rendered. Filed Dec. 22.

WPXY Punxsutawney, Pa.—A partnership d/b as Jefferson Bcstg. Co. seek voluntary assignment of permit to corporation of same name with each partner retaining his interest. Dec. 22.

KMID-TV Midland, Tex.—R. H. Drewry et al, d/b as Midessa Tv Co. seek voluntary assignment of CP for ch. 2 to new company of the same name owned and controlled by the same individuals without any change in their relative interests. J. R. Montgomery withdraws from original partnership. Filed Dec. 17.

Hearing Cases . . .

INITIAL DECISIONS

Baton Rouge, La.—New Tv, vhf ch. 2. FCC Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of application of Louisiana Television Bcstg. Corp. for construction permit for new tv station on ch. 2; engineering conditions and subject to the conditions that the stockholders of Louisiana Television Bcstg. Corp. who own interests in Air Waves, Inc., licensee of am station WLCS and WLCS-FM, Baton Rouge, divest themselves of all interests therein and connection therewith not later than 60 days from the release date of the Commission's final order granting the application of Louisiana Television Bcstg. Corp., and that no construction shall commence until the above-mentioned condition has been complied with and the Commission appropriately notified. Action Dec. 23.

Camden, N. J.—New tv, uhf ch. 17. FCC Hearing Examiner Thomas H. Donahue issued initial decision looking toward grant of the application of South Jersey Bcstg. Co. for construction permit for new tv station in Camden, N. J., on ch. 17. Action Dec. 28.

OTHER ACTIONS

Montgomery, Ala.—By Order, the Commission scheduled oral argument for Jan. 11, on petition for rehearing and exceptions filed by William E. Benns Jr., d/b as Alabama Television Co., Montgomery, Ala., and by the Broadcast Bureau to the initial decision which looked toward a grant of the application of Montgomery Bcstg. Co., for construction permit for new tv station in Montgomery, Ala., on ch. 12. Action Dec. 28.

KXXL Monterey, Calif.—By order, the Commission granted petition of S. A. Cisler for reconsideration and grant without hearing of application for modification of construction permit to change operation on 630 kc from 500 watts daytime only, to 1 kw, unlimited time, using different directional antennas day and night. Action Dec. 22.

Hartford, Conn.—Vhf Ch. 3 proceeding. By Hearing Examiner Fanney N. Litvin, by memorandum opinion and order, granted in part the motion of Hartford Telecasting Co. so as to include as matters to be relied upon by Hartford paragraphs 1, 2, 4 and 5 of its motion; denied in part insofar as paragraphs 6 through 9 of said motion request their inclusion as matters relied upon; further ordered that the memorandum opinion and order of Nov. 25 as modified Dec. 2 be revised so as to add under B (1) (a) of the points upon which Hartford Telecasting Co. may rely, the paragraphs set forth in the Memo. Opinion involving ch. 3 at Hartford, Conn. Action Dec. 22.

Hartford, Conn.—Vhf. ch. 3 proceeding. FCC order, the Commission denied petition filed Oct. 16 by Hartford Telecasting Co. that the Commission delete from its hearing order issues with respect to the legal and financial qualifications of applicant, granted petition filed Oct. 22 by The Travelers Broadcasting Service Corp. insofar as it requests that the hearing examiner be given authority to enlarge the issues to permit inquiry into the adequacy of finances available to the applicant, and provided for such an issue. Both are seeking new tv stations on ch. 3 in Hartford, Conn. Action Dec. 28.

Jacksonville, Fla.—Ray Herbert Gunckel Jr.; B. F. J. Timm.—FCC designated for consolidated hearing competing applications for new am stations to operate on 1280 kc, 1 kw, daytime. Action Dec. 23.

Evansville, Ind.—Vhf ch. 7 proceeding. By memorandum opinion and order, the Commission denied petition filed Oct. 27 by South Central Broadcasting Corp. seeking reconsideration and reversal of Commission's memorandum opinion and order released Oct. 22 denying earlier petition by South Central and affirming the examiner's action denying petitioner's request for permission to amend its application in certain respects in Evansville, Ind., ch. 7 tv proceeding. Action Dec. 28.

KLIL Estherville, Iowa — Estherville Bcstg. Corp. FCC designated for hearing application to increase power on 1340 kc from 100 to 250 w, unlimited; made KROC Rochester, Minn.; KFGT Fremont, Neb.; KWLM Willmar, Minn., and KIJV Huron, S. Dak., parties to proceeding. Action Dec. 23.

Baton Rouge, La.—Southern Tv Co. of Baton Rouge Inc., La. Tv Bcstg. Corp. FCC Comr. John C. Doerfer granted petition of Southern Tv Co. for dismissal without prejudice of its application for ch. 2; retained in hearing application of La. Tv Bcstg. Corp. Action Dec. 22.

Muskegon, Mich.—Music Bcstg. Co. (WGRD) protest. By order, the Commission scheduled oral argument for Jan. 11 on exceptions to initial decision in the matter of Versluis Radio & Tv Inc. Case involves initial decision proposing to deny sec. 309(c) economic protest of uhf ch. 35 to Versluis by Music Bcstg. Co. (WGRD) Grand Rapids, Mich. Action Dec. 28.

Binghamton-Endicott, N. Y.—Uhf ch. 40 proceeding. By order, the Commission denied petition filed Oct. 2 by Soutnern Tier Radio Service Inc., that the Commission delete from its hearing order an issue with respect to the financial qualifications of petitioner in the Binghamton-Endicott, N. Y., ch. 40 tv proceeding. Action Dec. 28.

Kane, Pa.—By memorandum opinion and order, the Commission removed from hearing and returned to the processing line the application of Hilltop Management Corp. for a construction permit for new am station on 960 kc, 500 watts, daytime only. Action Dec. 22.

Petition to amend Tv assignment table dismissed. By memorandum opinion and order, the Commission dismissed, because of nonconformance with tv rules, petition filed Oct. 16 by Fayette Associates Inc., Montgomery, W. Va., and Chemical City Bcstg. Co., Charleston, W. Va., requesting amendment to tv table of assignments so as to assign ch. 2 to Montgomery, W. Va. Action Dec. 24.

Proposal to amend multiple ownership rules The Commission invited comments, to be filed on or before Feb. 1, to proposed rule making proceedings looking toward amending its multiple ownership rules to increase the maximum permissible ownership of tv broadcast stations from five to seven, not more than five of which may be in the vhf band, in order to encourage uhf television operation. This action was taken on petitions filed by National Broadcasting Co., Allen B. DuMont Laboratories Inc., and American Broadcasting-Paramount Theaters Inc. Commissioners Hennock and Bartley dissented. Action Dec. 24.

Proposal to amend 3.611 (a) of Tv Rules dismissed—By report and order, the Commission dismissed proposal by Logansport Broadcasting Corp., Logansport, Ind., relating to reference points and distance computations which was subject of proposed rule making (Docket 10692), without prejudice to its refiling at later date. The Commission feels that no compelling circumstances were presented in the petition or counterproposals dictating the necessity at this time to make changes in the tv assignment principles. Commissioner Bartley dissented. Action Dec. 24.

Chattanooga, Tenn.—Southern Tv Inc.; Tri-State Telecasting Corp.; WDEF Bcstg. Co. Comr. John C. Doerfer granted petitions by Southern Television and Tri-State Telecasting Corp. to dismiss without prejudice their applications for CPs for new tv stations to operate on ch. 12; retained in hearing application of WDEF for the same channel. Action Dec. 23.

Knoxville, Tenn.—Vhf ch. 10 proceeding. By order, the Commission granted petition filed Dec. 4, by Scripps-Howard Radio Inc., requesting that hearing examiner be given authority to enlarge issues to permit inquiry into the adequacy of finances available to the applicant, and provided for such an issue. Scripps-Howard, WBIR, and Tennessee Television Inc., are seeking new tv stations on ch. 10 in Knoxville, Tenn. Action Dec. 28.

Tv Priority List—FCC issued list of cities grouped in accordance with priorities established in revised temporary processing procedure for mutually exclusive tv applications [B•T, Dec. 28]. Action Dec. 23.

Montpelier, Vt.—Vhf ch. 2 appeal. By order, the Commission scheduled oral argument for Jan. 11 on appeal filed Oct. 22 by Colonial Tv Inc., to a hearing examiner's order denying its petition to amend its application for new tv station on ch. 3 and to the examiner's initial decision of Oct. 2 which looked toward grant of the application of WCAX Bcstg. Corp. for the same channel in Montpelier and denial for default of Colonial's application. Action Dec. 22.

Shorewood, Wis.—North Shore Bcstg. Co. FCC granted petition to reinstate application for new tv station on uhf ch. 31. Action Dec. 23.

NAT D. WILLIAMS
Another Dynamic WDIA Personality

DOCTOR CALDWELL'S LAXATIVE

Renews for 2nd Big Year on WDIA, Memphis

. . . consequently, Dr. Caldwell's Laxative begins its 2nd year of gaining *completely dominating* coverage of the 562,212 Negroes in WDIA's Nielsen area (27 rich counties). With a substantial weekly announcement schedule Dr. Caldwell's delivers *powerful selling impact* on this 46.9% of the total area population. Select a WDIA schedule to fit your budget and join WDIA's impressive list of blue chip accounts including Cheer, Lysol, Sal Hepatica, Camel Cigarettes, Crisco, Wonder Bread, Coca-Cola and many others. There's a WDIA success story waiting for *your* product!

HOOPER RADIO AUDIENCE INDEX

City: Memphis, Tenn. Months: Oct.-Nov. '53

Time	WDIA	B	C	D	E	F	G	H
T.R.T.P.	25.5	21.9	18.0	15.5	10.3	10.1	7.6	1.8

(Note: WDIA's share Sat.: 18.9; Sun.: 37.1)

Memphis, Tenn. **WDIA** Soon! 50,000 Watts

John E. Pearson Co., Representative
Dora-Clayton Agency, Southeast

CUT YOURSELF A SLICE OF AMERICA'S RICHEST EMPIRE

You Can Get A Share of East Texas by Appointing us Your Spokesman

KFRO "Voice of Longview" — TEXAS

Radio-Television
NOMINATIONS INVITED

1. Radio or Television Reporting: For the most distinguished example of spot news reporting of a single news event, scheduled or unscheduled, broadcast by radio or television during the year.

2. Radio or Television Newswriting: For a distinguished example of newswriting or commentary for radio or television. Nomination must consist of either a partial or complete script, broadcast or telecast during the year.

3. Public Service in Radio: For an outstanding example of public service by an individual radio station or network through radio journalism, the test being worth, effectiveness, and unselfish or public-spirited motives. The broadcasts must be journalistic, not entertainment. Commercially sponsored programs not eligible.

4. Public Service in Television: For an outstanding example of public service by an individual television station or network through television journalism, the test being worth, effectiveness, and unselfish or public-spirited motives. The broadcasts must be journalistic, not entertainment. Commercially sponsored programs not eligible.

Deadline Feb. 1, 1954

SEND ENTRIES TO:

Victor E. Bluedorn, Ex. Dir.
Sigma Delta Chi
35 E. Wacker Dr., Chicago 1

"Big Mo's" Got It!

275,000 WATTS E. R. P.
NON-DIRECTIONAL SIGNAL

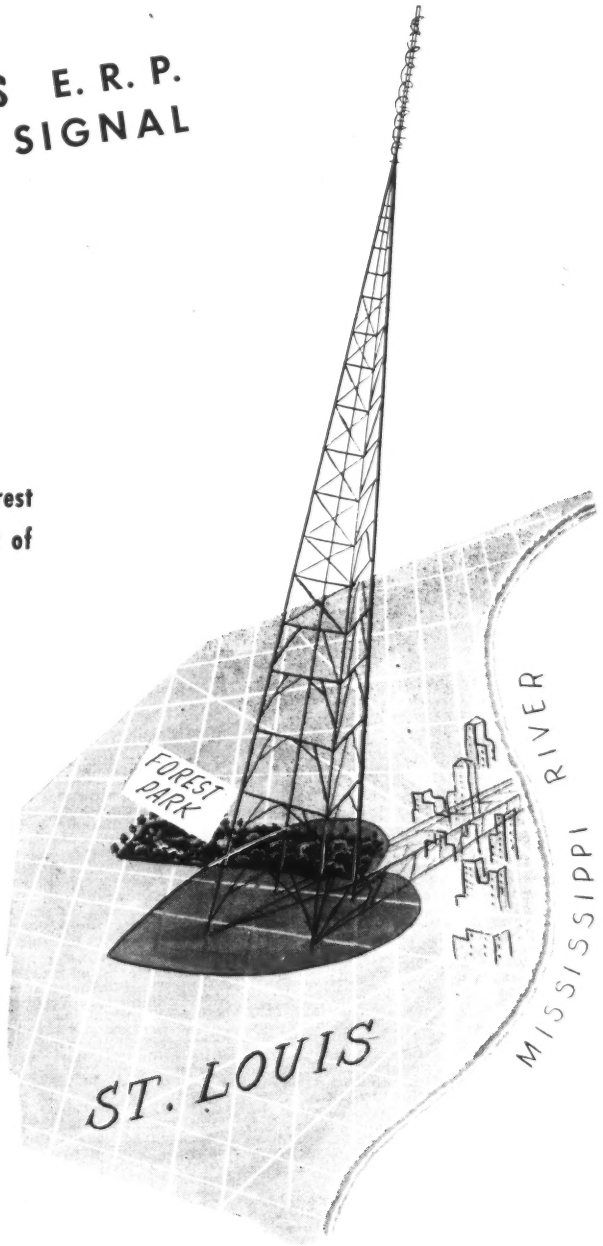
LOCATED *IN* ST. LOUIS

In the very **heart** of the city . . . a block off Forest Park. 600-foot tower on the second highest plot of ground in the area.

ABC-CBS SHOWS

NATIONAL ADVERTISERS

such as BRISTOL MYERS, GEMEX, GRUEN, BROWN and WILLIAMSON, HAZEL BISHOP, GE, GENERAL FOODS, SHERWIN-WILLIAMS, KRAFT, B-B ROL-RITE PENS, SPEIDEL, AMERICAN TOBACCO, MOTOROLA, ARMOUR, CARTER PRODUCTS, US STEEL, FALSTAFF, BULOVA, PONDS, GENERAL MOTORS, PONTIAC, FORD, BAB-O, LIGGETT and MYERS, CHEVROLET, THOR and many others.



H-R TELEVISION INC. NEW YORK • CHICAGO • SAN FRANCISCO • LOS ANGELES

KSTM TV

CHANNEL 36 SAINT LOUIS

TELESTATUS®

Jan. 4, 1954

TV STATIONS ON THE AIR
and Reports of Tv Sets in Their Coverage Areas—

Editor's note: Stations listed here are on the air with regular commercial programming. Each is listed in the city where it is licensed. Stations report set estimates for their coverage areas to B•T on sworn affidavits. If estimates differ among stations in same city, separate figures are shown for each. Since set estimates are from the station any question about them should be directed to that source. Total U. S. sets in use is unduplicated B•T estimate.

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WABT (13)		
	WBRC-TV (6)	225,000	.....
Mobile	WALA-TV (10)	39,900	.....
	WKAB-TV (48)	.....	40,600
Montgomery	WCOV-TV (20)	.....	20,100
ARIZONA			
Mesa (Phoenix)	KTYL-TV (12)	71,500	.....
	KOOL (10)		
Phoenix	KOY-TV (10)		
	KPHO-TV (5)	76,100	.....
Tucson	KOPO-TV (13)		
	KVOA-TV (4)	18,100	.....
Yuma	KIVA (11)	17,300	.....
ARKANSAS			
Fort Smith	KFSA-TV (22)	.....	13,440
Little Rock	KRTV (17)	.....	44,226
Pine Bluff	KATV (7)	.....	.....
CALIFORNIA			
Bakersfield	KERO-TV (10)	74,925	.....
	KAFY-TV (29)	.....	49,600
Chico	KHSL-TV (12)	27,540	.....
Eureka	KIEM-TV (3)	.....	.....
Fresno	KJEO-TV (47)	.....	.....
	KMJ-TV (24)	.....	58,419
Los Angeles	KECA-TV (7)		
	KHJ-TV (9)		
	KLAC-TV (13)		
	KNBH (4)		
	KNXT (2)		
	KTLA (5)		
	KTTV (11)	1,734,582	.....
	KTHE (28)	.....	.....
Monterey	KMBY-TV (8)	187,399	.....
Sacramento	KCCC-TV (40)	.....	34,200
Salinas	KSBW-TV (8)	190,212	.....
San Diego	KFMB-TV (8)		
	KFSD-TV (10)	206,382	.....
San Francisco	KGO-TV (7)		
	KPIX (5)		
San Luis Obispo	KRON-TV (4)	812,150	.....
	KVEC-TV (6)	56,821	.....
Santa Barbara	KEYT (3)	413,827	.....
Stockton	KTVU (36)	.....	.....
Tulare (Fresno)	KCOK-TV (27)	.....	92,000
COLORADO			
Colorado Springs	KKTV (11)	34,691	.....
	KRDO-TV (13)	31,000	.....
Denver	KBTV (9)		
	KFEL-TV (2)		
	KLZ-TV (7)		
	KOA-TV (4)	180,825	.....
Pueblo	KCSJ-TV (5)	37,500	.....
	KDZA-TV (3	40,000	.....
CONNECTICUT			
Bridgeport	WICC-TV (43)	.....	43,412
New Britain	WKNB-TV (30)	.....	112,562
New Haven	WNHC-TV (6)	635,190	.....
Waterbury	WATR-TV (53) ..	.....	87,000
DELAWARE			
Wilmington	WDEL-TV (12)	171,989	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV (7)	580,000	.....
	WNBW (4)	570,200	.....
	WTOP-TV (9)	595,600	.....
	WTTG (5)	559,000	.....
FLORIDA			
Ft. Lauderdale	WFIL-TV (23)	.....	86,000
	WITV (17)	.....	.....
Jacksonville	WMBR-TV (4)	194,338	.....
	WJHP-TV (36)	.....	.....
Miami	WTVJ (4)	226,000	.....
Panama City	WJDM (7)	.....	.....
Pensacola	WPFA (15)	.....	.....
St. Petersburg	WSUN-TV (38)	.....	50,000
West Palm Beach	WIRK-TV (21)	.....	18,532
GEORGIA			
Atlanta	WAGA-TV (5)		
	WLWA (11)		
	WSB-TV (2)	330,000	.....
Augusta	WJBF_TV (6)	36,300	.....
Columbus	WDAK-TV (28)	.....	16,500
	WRBL-TV (4)	.....	.....
Macon	WMAZ-TV (13)	60,000	.....
	WETV (47)	.....	24,544
Rome	WROM-TV (9)	75,500	.....
IDAHO			
Boise	KIDO-TV (7)	16,125	.....
Idaho Falls	KID-TV (3)	.....	.....
Meridian(Boise)	KBOI (2)	19,500	.....
Pocatello	KWIK-TV (10)	.....	.....
ILLINOIS			
Belleville (St. Louis, Mo.)	WTVI (54)	.....	165,000
Bloomington	WBLN (15)	.....	.....
Champaign	WCIA (3)	190,000	.....
Chicago	WBBM-TV (2)		
	WBKB (7)		
	WGN-TV (9)		
	WNBQ (5)	1,800,000	.....
Decatur	WTVP (17)	.....	86,700
Harrisburg	WSIL-TV (22)	.....	.....
Peoria	WEEK-TV (43)	.....	115,538
	WTVH-TV (19)		106,405
Quincy	KHQA-TV (7) (See Hannibal, Mo.)		
	WGEM-TV (10)	76,000	.....
Rockford	WREX-TV (13)	140,025	.....
	WTVO (39)	.....	56,000
Rock Island (Davenport, Moline)	WHBF-TV (4)	250,361	.....
Springfield	WICS (20)	.....	31,000
INDIANA			
Bloomington	WTTV (4)	303,040	.....
Evansville	WFIE (62)	.....	30,000
Fort Wayne	WKJG-TV (33)	.....	40,531
Indianapolis	WFBM-TV (6)	401,000	.....
Lafayette	WFAM-TV (59)	.....	40,320
Muncie	WLBC-TV (49)	.....	47,800
Princeton	WRAY-TV (52)	.....	.....
South Bend	WSBT-TV (34)	.....	89,300
IOWA			
Ames	WOI-TV (5)	161,362	.....
Cedar Rapids	KCRI-TV (9)	88,324	.....
	WMT-TV (2)	195,000	.....
Davenport (Moline, Rock Island)	WOC-TV (5)	250,361	.....
Des Moines	KGTV (17)	.....	17,325
Fort Dodge	KQTV (21)	.....	40,000
Sioux City	KVTV (9)	70,914	.....
Waterloo	KWWL-TV (7)	.....	.....
KANSAS			
Hutchinson	KTVH (12)	69,697	.....
Pittsburg	KOAM-TV (7)	.....	.....
Topeka	WIBW-TV (13)	41,712	.....
Wichita	KEDD (16)	.....	48,329
KENTUCKY			
Henderson	WEHT (50)	.....	26,004
Louisville	WAVE-TV (3)	310,015	.....
	WHAS-TV (11)(b)	.....	.....
	WKLO-TV (21)	.....	51,557
LOUISIANA			
Baton Rouge	WAFB-TV (28)	.....	36,100
Lake Charles	KTAG (25)	.....	.....
Monroe	KNOE-TV (8)	85,500	.....
	KFAZ (43)	.....	15,160
New Orleans	WDSU-TV (6)	227,432	.....
	WJMR-TV (61)	.....	56,443
MAINE			
Bangor	WABI-TV (5)	48,000	.....
Lewiston	WLAM-TV (17)	.....	15,000
Portland	WCSH-TV (6)	60,581	.....
	WPMT (53)	.....	21,800
MARYLAND			
Baltimore	WAAM (13)		
	WBAL-TV (11)		
	WMAR-TV (2)	523,366	.....
MASSACHUSETTS			
Boston	WBZ-TV (4)		
	WNAC-TV (7)	1,131,598	...
Cambridge (Boston)	WTAO-TV (56)	.....	79,600
Springfield	WHYN-TV (55)		
	WWLP (61)	.....	90,000
Worcester	WWOR-TV (14)	.....	.....
MICHIGAN			
Ann Arbor	WPAG-TV (20)	.....	14,200
Battle Creek	WBKZ-TV (64)	.....	55,924
Detroit	WJBK-TV (2)	1,100,000	.....
	WWJ-TV (4)	1,140,826	.....
	WXYZ-TV (7)	1,128,632	.....
	WTAC-TV (16)	.....	22,000
Flint	WOOD-TV (8)	346,108	.....
Grand Rapids	WKZO-TV (3)	314,061	.....
Kalamazoo	WJIM-TV (6)	240,321	.....
Lansing	WILS-TV (54)	.....	25,096
Saginaw	WKNX-TV 57)	.....	50,300

Station

KRLD TV

Dallas

Covers the Largest

TELEVISION MARKET

Southwest

with

MAXIMUM POWER

100,000 Watts Video

50,000 Watts Audio

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

310,000

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why **KRLD-TV** is your best buy

Channel 4 Represented by The BRANHAM Company

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
MINNESOTA			
Austin	KMMT (6)	67,941	.....
Duluth	WFTV (38)	.....	33,800
Minneapolis (St. Paul)	WCCO-TV (4)	413,400	.....
	WTCN-TV (11)		
St. Paul (Minneapolis)	KSTP-TV (5)	413,400	.....
	WMIN-TV (11)		
Rochester	KROC-TV (10)	60,000	.....
MISSISSIPPI			
Jackson	WJTV (25)	.....	27,745
Meridian	WTOK-TV (11)	21,600	.....
MISSOURI			
Columbia	KOMU-TV (8)	35,000	.....
Festus	KACY (14)	.....	.....
Hannibal (Quincy, Ill.)	KHQA-TV (7)	90,223	.....
Kansas City	KCMO-TV (5)		
	KMBC-TV (9)		
	WDAF-TV (4)		
	WHB-TV (9)	352,946	.....
	KCTY (25)	.....	51,363
St. Joseph	KFEQ-TV (2)	81,879	.....
St. Louis	KACY (14) (See Festus)		
	KSD-TV (5)	555,914	.....
	KSTM-TV (36)	.....	165,000
	WTVI (54) (See Belleville, Ill.)		
Springfield	KTTS-TV 10)	39,896	.....
	KYTV (3)	36,300	.....
MONTANA			
Billings	KOOK-TV (2)	4,500	.....
Butte	KOPR-TV (4)	.....	.....
	KXLF-TV (6)	4,000	.....
NEBRASKA			
Lincoln	KFOR-TV (10)		
	KOLN-TV (12)	71,348	.....
Omaha	KMTV (3)		
	WOW-TV (6)	212,482	.....
NEVADA			
Las Vegas	KLAS-TV (8)	13,401	.....
Reno	KZTV (8)	7,613	.....
NEW JERSEY			
Atlantic City	WFPG-TV (46)	.....	15,750
Newark (New York City)	WATV (13)	4,101,000	.....
NEW MEXICO			
Albuquerque	KGGM-TV (13)	36,000	.....
	KOAT-TV (7)	36,000	.....
	KOB-TV (4)	38,518	.....
Roswell	KSWS-TV (8)	13,733	.....
NEW YORK			
Albany	WROW-TV 41)	.....	53,000
Binghamton	WNBF-TV (12)	193,064	.....
Buffalo	WBEN-TV (4)	362,017(a)	.....
	WBUF-TV (17)	.....	82,071
Elmira	WECT (18)	.....	21,861
	WTVE (24)	.....	24,253
New York	WABC-TV (7)		
	WABD (5)		
	WATV (13) (See Newark, N. J.)		
	WCBS-TV (2)		
	WNBT (4)		
	WOR-TV (9)		
	WPIX (11)	4,150,000	.....
Rochester	WHAM-TV (6)		
	WHEC-TV (10)		
	WVET-TV (10)	205,000	.....
Schenectady	WRGB (6)	290,500	.....
Syracuse	WHEN (8)		
	WSYR-TV (3)	268,275	.....
Utica	WKTV (13)	129,000	.....
NORTH CAROLINA			
Asheville	WISE-TV (62)	.....	14,200
Charlotte	WBTV (3)	373,916	.....
Greensboro	WFMY-TV (2)	191,393	.....
Greenville	WNCT (9)	.....	.....
Raleigh	WNAO-TV (28)	.....	42,800
Winston-Salem	WSJS-TV (12)	157,580	.....
	WTOB-TV (26)	.....	32,000
NORTH DAKOTA			
Bismarck	KFYR-TV (5)	.....	.....
Fargo	WDAY-TV (6)	22,850	.....
Minot	KCJB-TV (13)	16,000	.....
OHIO			
Akron	WAKR-TV (49)	.....	45,007
Ashtabula	WICA-TV (15)	.....	.....
Cincinnati	WCPO-TV (9)		
	WKRC-TV (12)		
	WLWT (5)	450,000	.....
Cleveland	WEWS (5)		
	WNBK (4)		
	WXEL (8)	823,629	.....
Columbus	WBNS-TV (10)		
	WLWC (4)	307,000	.....
	WTVN (6)	330,220	.....
Dayton	WHIO-TV (7)		
	WLWD (2)	300,000	.....
	WIFE (TV) (22)	.....	33,328
Lima	WLOK-TV (73)	.....	46,655
Steubenville	WSTV-TV (9)	.....	.....
Toledo	WSPD-TV (13)	228,000	.....
Youngstown	WFMJ-TV (73)		
	WKBN-TV (27)	.....	105,000
Zanesville	WHIZ-TV (50)	.....	17,654

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
OKLAHOMA			
Lawton	KSWO-TV (7)	34,211	.....
Okla. City	KWTV (9)		
	WKY-TV (4)	244,759	.....
	KMPT (19)		
	KTVQ (25)	.....	49,272
Tulsa	KOTV (6)	165,340	.....
OREGON			
Medford	KBES-TV (5)	.....	.....
Portland	KOIN-TV (6)	138,876	.....
	KPTV (27)	.....	128,299
PENNSYLVANIA			
Altoona	WFBG-TV (10)	346,462	.....
Bethlehem	WLEV-TV (51)	.....	46,584
Chambersburg	WCHA-TV (46)	.....	12,300
Easton	WGLV (57)	.....	57,415
Erie	WICU (12)	208,500	.....
Harrisburg	WHP-TV (55)		
	WTPA (71)	.....	85,750
Johnstown	WJAC-TV (6)	720,770	.....
	WARD-TV (56)	.....	.....
Lancaster	WGAL-TV (8)	280,871	.....
Lebanon	WLBR-TV (15)	.....	120,025
New Castle	WKST-TV (45)	.....	85,802
Philadelphia	WCAU-TV (10)	1,592,000	.....
	WFIL-TV (6)	1,659,718	.....
	WPTZ (3)	1,724,329	.....
Pittsburgh	WDTV (2)	770,000	.....
	WENS (16)	.....	132,934
	WKJF-TV (53)	.....	140,000
Reading	WEEU-TV (33)	.....	54,633
	WHUM-TV (61)	.....	175,000
Scranton	WGBI-TV (22)	.....	105,000
	WTVU (73)	.....	150,424
Wilkes-Barre	WBRE-TV (28)		
	WILK-TV (34)	.....	125,000
York	WNOW-TV (49)		
	WSBA-TV (43)	.....	76,100
RHODE ISLAND			
Providence	WJAR-TV (10)	1,080,413	.....
SOUTH CAROLINA			
Anderson	WAIM-TV (40)	.....	.....
Charleston	WCSC-TV (5)	44,800	.....
Columbia	WIS-TV (10)	63,075	.....
	WCOS (25)	.....	32,600
	WNOK-TV (67)	.....	30,000
Greenville	WGVL (23)	.....	32,779
SOUTH DAKOTA			
Sioux Falls	KELO-TV (11)	43,952	.....
TENNESSEE			
Johnson City	WJHL-TV (11)	40,557	.....
Knoxville	WROL-TV (6)	48,102	.....
	WTSK-TV (26)	.....	.....
Memphis	WHBQ-TV (13)		
	WMCT (5)	234,892	.....
Nashville	WSIX-TV (8)		
	WSM-TV (4)	133,869	.....
TEXAS			
Abilene	KRBC-TV (9)	18,810	.....
Amarillo	KFDA-TV (10)	36,804	.....
	KGNC-TV (4)	39,682	.....
Austin	KTBC-TV (7)	52,913	.....
Dallas	KRLD-TV (4)		
	WFAA-TV (8)	310,000	.....
El Paso	KROD-TV (4)	35,585	.....
	KTSM-TV (9)	32,487	.....
Ft. Worth	WBAP-TV (5)	297,201	.....
Galveston	KGUL-TV (11)	235,000	.....
Harlingen	KGBS-TV (4)	27,000	.....
Houston	KPRC-TV (2)		
	KUHT (8)	281,500	.....
	KNUZ-TV (39)	.....	54,000
Longview	KTVE (32)	.....	16,100
Lubbock	KCBD-TV (11)		
	KDUB-TV (13)	37,923	.....
Midland	KMID-TV (2)	.....	.....
San Angelo	KTXL-TV (8)	15,539	.....
San Antonio	KEYL (5)		
	WOAI-TV (4)	173,069	.....
Temple	KCEN-TV (6)	60,213	.....
Texarkana	KCMC-TV (6)	51,186	.....
Tyler	KETX (19)	.....	8,000
Waco	KANG-TV (34)	.....	14,738
Wichita Falls	KFDX-TV (3)		
	KWFT-TV (6)	44,000	.....
UTAH			
Salt Lake City	KDYL-TV (4)		
	KSL-TV (5)	150,200	.....
VIRGINIA			
Hampton (Norfolk)	WVEC-TV (13)	.....	54,000
Harrisonburg	WSVA-TV (3)	63,989	.....
Lynchburg	WLVA-TV (13)	97,218	.....
Newport News	WACH (33)	.....	.....
Norfolk	WTAR-TV (4)	205,600	.....
	WTOV-TV (27)	.....	75,100
Richmond	WVEC-TV (13) (See Hampton)		
Roanoke	WTVR (6)	182,302	.....
	WSLS-TV (10)	107,238	.....
WASHINGTON			
Bellingham	KVOS-TV (12)	33,301	.....
Seattle	KING-TV (5)		
	KOMO-TV (4)	316,100	.....
Spokane	KHQ-TV (6)		
	KXLY-TV (4)	46,678	.....
Tacoma	KMO-TV (13)		
	KTNT-TV (11)	316,100	.....
Yakima	KIMA-TV (27)	.....	12,528

1117 "N" Street, Fresno, California
Owned and Operated by the
John Poole Broadcasting Company
Affiliated with
KBIC-TV, Los Angeles—KBIF, Sanger—KBIG, Catalina

*In Oregon and Washington
MOORE & LUND

City	Outlets on Air and Channel	Sets in Station Area vhf	uhf
WEST VIRGINIA			
Charleston	WKNA-TV (49)	.....	20,279
Huntington	WSAZ-TV (3)	235,000	.....
Parkersburg	WTAP (15)	.....	12,300
Wheeling	WTRF-TV (7)	451,500	.....
WISCONSIN			
Eau Claire	WEAU-TV (13)	.....	.....
Green Bay	WBAY-TV (2)	183,257	.....
Madison	WKOW-TV (27)		
	WMTV (33)	.....	28,500
Milwaukee	WTMJ-TV (4)	628,575	.....
	WCAN-TV (25)	.....	194,880
	WOKY-TV (19)	.....	160,000
Oshkosh	WOSH-TV (48)	.....	13,110
ALASKA			
Anchorage	KFIA (2)	.....	.....
	KTVA (11)		
CANADA			
London	CFPL-TV (10)	.....	.....
Montreal	CBFT (2)	86,800	.....
Ottawa	CBOT (4)	10,100	.....
Sudbury	CKSO (5)	1,900	.....
Toronto	CBLT (9)	222,500	.....
HAWAII			
Honolulu	KGMB-TV (9)		
	KONA (11)	40,420	.....
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV (7)	31,200	.....
Tijuana (San Diego)	XETV (6)	213,175	.....

Total Stations on Air 348*; Total Cities with Stations on Air 230*; Total Sets in Use 27,516,000.

*** Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational stations KTHE Los Angeles and KUHT Houston.**

(a) Figure does not include 245,258 sets which station reports it serves in Canada.

(b) Number of sets not currently reported. Last report was 205,544 on July 10, 1952.

New Grantees' Commencement Target Dates

This list includes all stations not yet on the air commercially. Stations on the air are listed in TELESTATUS, page 101

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, **WJLN-TV** (48), 12/10/52—Unknown.
Birmingham, **WSGN-TV** (42), 12/18/52—Unknown.
Decatur, **WMLS-TV** (23), 12/26/53-2/1/54.
Montgomery, **Montgomery Bcstg. Co.** (12), Initial Decision 10/7/53.

ARKANSAS

Little Rock, **KARK-TV** (4), 6/18/53-March '54, NBC, Petry.
Little Rock, **KETV** (TV) (23), 10/30/53—Unknown.

CALIFORNIA

Berkeley-San Francisco, **KQED (TV)** (*9), 7/24/53-Jan. '54.
Corona, **KCOA** (TV) (52), 9/16/53—Unknown.
Fresno, **KBID (TV)** (53), 8/12/53-Jan. '54, Meeker.
Los Angeles, **KBIC-TV** (22), 12/10/52-Spring '54.
Merced, **KMER** (TV) (34), 9/16/53—Unknown.
Sacramento, **KBIK-TV** (46), 6/26/53-Spring, '54.
Sacramento, **McClatchy Bcstg. Co.** (10), Initial Decision 11/6/53.
Salinas, **KICU** (TV) (28), 1/15/53—Unknown.
San Bernardino, **KITO-TV** (18), 11/6/52—Unknown.
San Bernardino, **Orange Belt Telecasters** (30), Initial Decision 9/18/53.
San Diego, **Elliot L. Cushman** (21), 12/23/53—Unknown.
San Francisco, **KBAY-TV** (20), 3/11/53-Feb. '54 (granted STA Sept. 15).
San Francisco, **KSAN-TV** (32), 4/29/53-2/1/54, McGillvra.
San Jose, **KVIE (TV)** (48), 6/17/53-Oct. '54.
San Jose, **Standard Radio & Television Co.** (11), Initial Decision 11/18/53.
Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

COLORADO

Denver, **KDEN (TV)** (26), 7/11/52—Unknown.
Denver, **KRMA-TV** (*6), 7/1/53-1954.
Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54, Holman.

CONNECTICUT

Bridgeport, **WCTB (TV)** (*71), 1/29/53—Unknown.
Bridgeport, **WSJL (TV)** (49), 8/14/52—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Hartford, **WEDH (TV)** (*24), 1/29/53—Unknown.
Hartford, **WGTH-TV** (18), 10/21/53—Unknown.
New Haven, **WELI-TV** (59), 6/24/53-Summer '54, H-R Tv.
New London, **WNLC-TV** (26), 12/31/52—Unknown.
Norwich, **WCTN (TV)** (*63), 1/29/53—Unknown.
Stamford, **WSTF** (TV) (27), 5/27/53—Unknown.

DELAWARE

Dover, **WHRN (TV)** (40), 3/11/53—Unknown.
Wilmington, **WILM-TV** (83), 10/14/53—Unknown.

FLORIDA

Clearwater, **Pioneer Gulf Tv Bcstrs.** (32), 12/2/53-March '54.
Fort Myers, **WINK (TV)** (11) 3/11/53-2/1/54, Weed Tv.
Jacksonville, **WOBS-TV** (30), 8/12/53-April '54, Stars National.
Miami, **Miami-Biscayne Tv Corp.** (33), 12/9/53—Unknown.
Miami, **WTHS-TV** (*2), 11/12/53—Unknown.
Miami, **WMIE-TV** (27), 12/2/53—Unknown.
Orlando, **WDBO-TV** (6), 10/14/53-April '54, CBS, Blair-Tv.
Pensacola, **WEAR-TV** (3), 6/3/53-12/31/53, CBS, Hollingbery.
Tampa, **Tampa Times Co.** (13), Initial Decision 11/30/53.
Tampa, **WFLA-TV** (8), Initial Decision 7/13/53-Early '54, NBC, Blair-Tv.
West Palm Beach, **Palm Beach Television Inc.** (5), 11/4/53-6/1/54.

GEORGIA

Atlanta, **WQXI-TV** (36), 11/19/53-Summer '54.
Augusta, **WRDW-TV** (12), 9/16/53-2/1/54, CBS, Headley-Reed.
Savannah, **WTOC-TV** (11), 6/26/53-2/1/54, CBS, Katz.
Thomasville, **E. D. Rivers Sr.** (6), 12/23/53—Unknown.
Valdosta, **WGOV-TV** (37), 2/26/53-Feb. '54, Stars National.

IDAHO

Boise, **KTVI (TV)** (9), 1/15/53-Oct. '54, ABC, Hollingbery.
Idaho Falls, **KIFT (TV)** (8), 2/26/53-April '54, ABC, Hollingbery.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Nampa, **KFXD-TV** (6), 3/11/53—Unknown, Hollingbery.
Pocatello, **KISJ** (TV) (6), 2/26/53-Nov. '54, CBS.
Twin Falls, **KLIX-TV** (11), 3/19/53-5/1/54, ABC, Hollingbery.

ILLINOIS

Champaign, **WTLC (TV)** (*12), 11/4/53—Unknown.
Champaign, **WCUI (TV)** (21), 7/22/53—Unknown.
Chicago, **Chicago Educational Tv Assn.** (*11), 11/5/53—Unknown.
Chicago, **WHFC-TV** (26), 1/8/53—Unknown.
Chicago, **WIND-TV** (20), 3/9/53—Unknown.
Danville, **WDAN-TV** (24), 12/10/52-12/27/53, Everett-McKinney (granted STA Dec. 16).
Evanston, **WTLE (TV)** (32), 8/12/53—Unknown.
Joliet, **WJOL-TV** (48), 8/21/53—Unknown.

INDIANA

Elkhart, **WSJV** (TV) (52), 6/3/53-3/1/54, H-R.
Fort Wayne, **Anthony Wayne Bcstg.** (69), Initial Decision 10/27/53.
Indianapolis, **Universal Bcstg. Co.** (8), Initial Decision 12/7/53-7/1/54, Bolling.
Indianapolis, **WJRE (TV)** (26), 3/26/53—Unknown.
Indianapolis, **WNES (TV)** (67), 3/26/53—Unknown.
Marion, **WMRI-TV** (29), 3/11/53—Unknown.
Terre Haute, **WTHI-TV** (10), 10/7/53—Unknown.
Waterloo, **WINT (TV)** (15), 4/6/53-3/1/54.

IOWA

Cedar Rapids, **KEYC (TV)** (20), 7/30/53—Unknown.
Des Moines, **WHO-TV** (13), 9/2/53-Spring '54.
Mason City, **KGLO-TV** (3), 10/14/53-Spring '54, CBS, DuM, Weed.
Sioux City, **KCTV (TV)** (36), 10/30/52—Unknown.

KANSAS

Manhattan, **KSAC-TV** (*8), 7/24/53—Unknown.
Topeka, **Alf M. Landon** (42), 11/5/53—Unknown.
Wichita, **KAKE Bcstg. Co.** (10), Initial Decision 10/30/53.

KENTUCKY

Ashland, **WPTV (TV)** (59), 8/14/52—Unknown, Petry.
Lexington, **WLAP-TV** (27), 12/3/53-4/1/54, Pearson.
Louisville, **WLOU-TV** (41), 1/15/53-Jan. '54.
Newport, **Tri-City Bcstg. Co.** (74), 12/24/53—Unknown.
Paducah, **WTLK (TV)** (43), 9/16/53—Unknown.

LOUISIANA

Alexandria, **KSPJ (TV)** (62), 4/2/53—Unknown.
Baton Rouge, **KHTV (TV)** (40), 12/18/52—Unknown.
Baton Rouge, **Louisiana Tv Bcstg. Corp.** (2), Initial Decision 12/22/53.
Lafayette, **KVOL-TV** (10), 9/16/53-3/15/54 (share time with KLFY-TV).
Lafayette, **KLFY-TV** (10), 9/16/53—Unknown (share time with KVOL-TV).
Lake Charles, **KPLC-TV** (7), 11/12/53—Unknown.
New Orleans, **WCKG** (TV) (26), 4/2/53-Late Winter '54, Gill-Perna.
New Orleans, **WCNO-TV** (32), 4/2/53-1/1/54.
New Orleans, **WTLO** (TV) (20), 2/26/53—Unknown.
Shreveport, **KSLA (TV)** (12), 9/19/53-1/1/54, NBC, CBS, Raymer (granted STA Dec. 21).

MAINE

Poland, **WMTW (TV)** (8), 7/8/53-4/1/54.
Portland, **WGAN-TV** (13), 11/19/53-2/1/54, Avery-Knodel.

MARYLAND

Baltimore, **United Bcstg. Co.** (18), 12/9/53—Summer '54.
Baltimore, **WITH-TV** (60), 12/18/52—Unknown, Forjoe.
Cumberland, **WTBO-TV** (17), 11/12/53-Summer '54.
Frederick, **WFMD-TV** (62), 10/24/52—Winter '54.
Salisbury, **WBOC-TV** (16), 3/11/53-3/1/54, Burn-Smith.

MASSACHUSETTS

Adams-Pittsfield, **WMGT (TV)** (74), 2/18/53-1/15/54, Walker.
Boston, **WBOS-TV** (50), 3/26/53—Unknown.
Boston, **WGBH-TV** (*2), 7/16/53-10/1/54.
Boston, **WJDW (TV)** (44), 8/12/53—Unknown.
Brockton, **WHEF-TV** (62), 7/30/53-Fall '54.
Lawrence, **WGIM TV)** (72), 6/10/53—Unknown.
New Bedford, **WTEV (TV)** (28), 7/11/52-Spring '54, Walker.
Pittsfield, **WBEC-TV** (64), 11/12/53—Unknown.
Worcester, **WAAB-TV** (20), 8/12/53-April '54, Hollingbery.

MICHIGAN

Ann Arbor, **WUOM-TV** (*26), 11/4/53—Unknown.
Battle Creek, **WBCK-TV** (58), 11/20/52-Summer '54, Headley-Reed.
Bay City-Saginaw, **WNEM-TV** (5), 9/2/53-1/24/54, Headley-Reed.
Benton Harbor, **WHFB-TV** (42), 2/26/53—Unknown.
Cadillac, **WWTV** (TV) (13), 4/8/53-1/3/54, CBS, ABC DuM, Weed (granted STA Sept. 29).
Detroit, **UAW-CIO Bcstg. Corp.** (62), 11/19/53—Unknown.
East Lansing, **WKAR-TV** (*60), 10/16/52-1/15/54.
Flint **WFDF-TV** (12), Initial Decision 5/11/53.
Muskegon, **WTVM (TV)** (35), 12/23/52—Unknown.
Saginaw, **WSBM-TV** (31), 10/29/53—Unknown.
Traverse City, **WPBN-TV** (7), 11/25/53—Unknown.

MINNESOTA

Duluth, **KDAL-TV** (3), 12/11/53-3/1/54, Avery-Knodel.
St. Paul, **WCOW-TV** (17), 3/11/53—Unknown.

MISSISSIPPI

Columbus, **WCBI-TV** (28), 3/11/53—Unknown.
Gulfport, **WGCM-TV** (56), 2/11/53—Unknown.
Jackson, **WSLI-TV** (12), 7/22/53-Jan. '54, ABC, Weed Tv.
Jackson, **WLBT** (TV) (3), 8/27/53-12/28/53, NBC, Hollingbery (granted STA Oct. 19).
Meridian, **WCOC-TV** (30), 12/23/52-1/1/54 (granted STA Nov. 13).

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

MISSOURI

Cape Girardeau, **KFVS-TV** (12), 10/14/53-April '54, Pearson.
Cape Girardeau, KGMO-TV (18), 4/16/53—Unknown.
Clayton, **KFUO-TV** (30), **2/5/53—Unknown.**
Joplin, **Air Time Inc.** (12), 12/23/53—Unknown.
Kirksville, **KBIZ Inc.** (3), 12/16/53-6/15/54.
St. Louis, KETC (TV) (*9), 5/7/53—Unknown (granted STA Aug. 12).
St. Louis, **WIL-TV** (42), 2/12/53—Unknown.
Sedalia, **KDRO-TV** (6), 2/26/53-Feb. '54, Pearson.

MONTANA

Billings, **KRHT (TV)** (8), 1/15/53—Unknown.
Great Falls, **KFBB-TV** (5), 1/15/53-Early '54, CBS, Weed Tv.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown, Hollingbery.
Missoula, **KGVO-TV** (13), 3/11/53-7/1/54, CBS, Gill-Perna.

NEBRASKA

Kearney, **KHOL-TV** (13), 7/22/53-Dec. '53, CBS, DuM, Meeker (granted STA Oct. 29).

NEW HAMPSHIRE

Keene, **WKNE-TV** (45), 4/22/53—Unknown.
Manchester, **WMUR-TV** (9), 8/26/53-2/15/54, Weed.
Mt. Washington, **WMTW (TV)** (8), 7/8/53-4/1/54.

NEW JERSEY

Asbury Park, **WRTV (TV)** (58), 10/2/52-1/9/54 (granted STA Dec. 10).
Atlantic City, **WOCN (TV)** (52), 1/8/53—Unknown.
Camden, **South Jersey Bcstg. Co.** (17), Initial Decision 12/23/53.
New Brunswick, **WDHN (TV)** (47), 4/2/53—Unknown.
New Brunswick, **WTLV (TV)** (*19), 12/4/52—Unknown.
Trenton, **WTTM-TV** (41), 7/16/53—Unknown.

NEW MEXICO

Clovis, **KNEH (TV)** (12), 3/4/53—Unknown.

NEW YORK

Albany, **WPTR (TV)** (23), 6/10/53—Unknown.
Albany, **WTVZ (TV)** (*17), 7/24/52—Unknown.
Binghamton, **WQTV (TV)** (*46), 8/14/52—Unknown.
Bloomingdale [Lake Placid], **Great Northern Tv Inc.** (5), 12/2/53—Summer '54.
Buffalo, **WTVF-TV** (*23), 7/24/52—Unknown.
Ithaca, **WHCU-TV** (20), 1/8/53-Nov. '54, CBS.
Ithaca, **WIET (TV)** (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV** (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Jan. '54, NBC, CBS, DuM, Meeker.
New York, **WGTV (TV)** (*25), 8/14/52—Unknown.
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Jan. '54.
Rochester, **WRNY-TV** (27), 4/2/53—Unknown.
Rochester, **WROH (TV)** (*21), 7/24/52—Unknown.
Rochester, **WCBF-TV** (15), 6/10/53—Unknown.
Schenectady, **WTRI (TV)** (35), 6/11/53-1/15/54.
Syracuse, **WHTV (TV)** (*43), 9/18/52—Unknown.
Utica, **WFRB (TV)** (19), 7/1/53—Unknown.
Watertown, **WWNY-TV** (48), 12/23/52—Unknown, Weed Tv.

NORTH CAROLINA

Asheville, **Skyway Bcstg. Co.** (13), 12/9/53—Unknown.
Chapel Hill, **WUNC-TV** (*4), 9/30/53—Sept. '54.
Charlotte, **WAYS-TV** (36), 2/26/53-1/15/54, ABC, Bolling.
Durham, **WCIG-TV** (46), 2/26/53-Unknown, DuM, NBC, H-R Television.
Goldsboro, **WTVX** (TV) (34), 9/30/53—Unknown.
Greensboro, **WCOG-TV** (57), 11/20/52—Unknown, ABC, Bolling.
Mount Airy, **WPAQ-TV** (55), 3/11/53-Early '54, Thomas Clark.
Wilmington, **WMFD-TV** (6), 7/30/53-12/31/53, NBC, Weed (granted STA Dec. 11).

NORTH DAKOTA

Valley City, **KXJB-TV** (4), 8/5/54—Early '54, Weed Tv.

OHIO

Cincinnati, **WCIN-TV** (54), 5/14/53-Spring '54.
Cleveland, **WERE-TV** (65), 6/18/53—Unknown.
Cleveland, **United Bcstg. Co.** (19), 11/25/53—Unknown.
Columbus, **WOSU-TV** (*34), 4/22/53—Unknown.
Lima, **WIMA-TV** (35), 12/4/52-Spring '54, Weed Tv.
Massillon, **WMAC-TV** (23), 9/4/52-4/15/54, Petry.
Youngstown, **WUTV (TV)** (21), 9/25/52—Unknown, Petry.

OKLAHOMA

Ada, **Eastern Okla. Tv Co. Inc.** (10), 12/16/53-6/1/54.
Enid, **Streets Electronics Inc.** (5), 12/16/53—Unknown.
Miami, **KMIV (TV)** (58), 4/22/53—Unknown.
Oklahoma City, **Oklahoma Educational Tv Authority** (*13), 12/2/53—Unknown.
Tulsa, **KCEB (TV)** (23), 2/26/53-1/15/54, Bolling.

OREGON

Eugene, **KVAL-TV** (13), 5/14/53-3/1/54, Hollingbery.
Portland (Ore.)-Vancouver (Wash.), **KVAN-TV** (21), Initial Decision 6/18/53.
Portland, **Oregon Television Inc.** (12), Initial Decision 11/10/53.

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Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Salem, **KPIC (TV)** (24), 12/9/53-Dec. '53 (granted STA Aug. 4).
Salem, **KSLM-TV** (3), 9/30/53—Unknown.
Springfield-Eugene, **KTVF (TV)** (20), 2/11/53—Unknown.

PENNSYLVANIA

Allentown, **WFMZ-TV** (67), 7/16/53—Early '54.
Allentown, **WQCY (TV)** (39), 8/12/53—Unknown.
Erie, **Commodore Perry Bcstg. Service Inc.** (66), initial Decision 12/10/53.
Erie, **WSEE (TV)** (35), 10/14/53—Unknown.
Harrisburg, **WCMB-TV** (27), 7/24/53-3/1/54, Cooke.
Hazleton, **WAZL-TV** (63), 12/18/52—Unknown, Meeker.
Lancaster, **WWLA (TV)** (21), 5/7/53-Early '54, Taylor.
Lewistown, **WMRF-TV** (38), 4/2/53—Unknown.
Philadelphia, **WIBG-TV** (23), 10/21/53—Unknown.
Philadelphia, **WIP-TV** (29), 11/26/52—Unknown.
Pittsburgh, **WQED (TV)** (*13), 5/14/53-Feb. '54 (granted STA Oct. 14).
Pittsburgh, **WTVQ** (TV) (47), 12/23/53-Early '54, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53-1/1/54, Hollingbery.
Williamsport, **WRAK-TV** (36), 11/13/52—Unknown.

RHODE ISLAND

Providence, **WNET (TV)** (16), 4/8/53—Unknown.
Providence, **WPRO-TV** (12), 9/2/53—Unknown, Blair Tv (granted STA Sept. 23).

SOUTH CAROLINA

Aiken, **WAKN-TV** (54), 10/21/53—Unknown.
Camden, **WACA-TV** (15), 6/3/53—Jan. '54.
Florence, **WPDV (TV)** (8), 11/25/53—Unknown.
Greenville, **WFBC-TV** (4), 7/30/53-1/1/54, NBC, Weed.
Greenwood, **WCRS-TV** (21), 4/8/53—Unknown.
Spartanburg, **WORD-TV** (7), 11/25/53—Unknown.
Spartanburg, **WSCV (TV)** (17), 7/30/53-Jan. '54.

TENNESSEE

Chattanooga, **WOUC (TV)** (49), 8/21/52—Unknown, Pearson.
Chattanooga, **WTVT (TV)** (43), 8/21/52—Unknown.
Jackson, **WDXI-TV** (9), 12/2/53-6/1/54.
Old Hickory [Nashville], **WLAC-TV** (5), 8/5/53-1/1/54.

TEXAS

Amarillo, **Plains Empire Bcstg. Co.** (7), 12/11/53—Unknown.
Beaumont, **KBMT** (TV) (31), 12/4/52—Unknown.
Beaumont, **KTRM-TV** (6), Initial Decision 7/22/53.
Corpus Christi, **Coastal Bend Tv Co.** (22), Initial Decision 12/10/53.
Corpus Christi, **H. L. Hunt** (43), 12/9/53—Unknown.
Dallas, **KDTX (TV)** (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53-8/1/54.
Fort Worth, **KTCO (TV)** (20), 3/11/53—Unknown.
Houston, **KTVP (TV)** (23), 1/8/53—Unknown.
Houston, **KXYZ-TV** (29), 6/18/53—Unknown.
Lubbock, **KFYO-TV** (5), 5/7/53—Unknown, Katz.
Lufkin, **KTRE-TV** (9), 3/11/53—1954, Taylor.
Marshall, **KMSL (TV)** (16), 6/25/53—Unknown.
San Antonio, **KALA (TV)** (35), 3/26/53—Unknown.
San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.
Sherman, **KSHM (TV)** (46), 3/4/53—Unknown.
Sweetwater, **KPAR-TV** (12), 8/26/53—Unknown, CBS, Avery-Knodel.
Victoria, **KNAL (TV)** (19), 3/26/53—Unknown, Best.
Weslaco, **KRGV-TV** (5), 7/16/53-1/1/54, NBC, Raymer.

UTAH

Provo, **KOVO-TV** (11), 12/2/53—Unknown.
Salt Lake City, **KUTV (TV)** (2), 3/26/53-2/15/54, ABC, Hollingbery.

VERMONT

Montpelier, **WCAX Bcstg. Corp.** (3), Initial Decision 10/2/53.

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53—Winter '54, Walker.
Danville, **WBTM-TV** (24), 12/18/52-1/15/54, Hollingbery.
Marion, **WMEV-TV** (50), 4/2/53—Unknown, Donald Cooke.
Richmond, **Winston-Salem Bcstg. Co.** (29), 12/2/53-Unknown.

WASHINGTON

Seattle, **The U. of Washington** (*9), 12/23/53—Unknown.
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), 9/25/53-1/15/54.

WEST VIRGINIA

Beckley, **WBEY (TV)** (21), 6/25/53—Unknown.
Fairmont, **WJPB-TV** (35), 7/1/53-1/1/54, Gill Perna.
Wheeling, **WLTV (TV)** (51), 2/11/53—Unknown.

WISCONSIN

La Crosse, **La Crosse Tv Corp.** (38), 12/16/53—Unknown.
La Crosse, **WKBT (TV)** (8), 10/28/53—Unknown, Raymer.
Madison, **WHA-TV** (*21), 10/7/53—Unknown.
Marinette, **WMAM-TV** (11), 11/18/53—Unknown.
Neenah, **WNAM-TV** (42), 12/23/52-1/11/54, George Clark.
Superior, **WDSM-TV** (6), 10/14/53—Unknown, Free & Peters.

WYOMING

Casper, **KSPR-TV** (2), 5/14/53—Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-1/15/54, CBS, Hollingbery (granted STA Dec. 3).

ALASKA

Fairbanks, **KFIF (TV)** (2), 7/1/53—Spring '54, ABC, CBS.

HAWAII

Honolulu, **KULA-TV** (4), 5/14/53-1/1/54.

PUERTO RICO

San Juan, **WAPA-TV** (4), 8/12/53—Unknown.
San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.

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Fifth Amendment Phonies

CURRENT events once again point up the need for positive action by broadcast station and network ownership against those who hide behind the Fifth Amendment in refusing to answer questions regarding communistic activity or espionage. We have no patience with those who, on phony intellectual grounds, insist they are good Americans, and then won't talk because their testimony might incriminate them.

A person is a loyal citizen or he isn't. One who now owes his allegiance to Communism can't be a good American. That is not to say that an individual who in his misguided youth joined a Commy front outfit can no longer be a good citizen. He or she should frankly admit the former association and forthrightly confess that regrettable mistake.

Certainly, there has been enough evidence in this past generation to establish beyond question that authoritarian Government is repugnant to American ideals. The importance of this to the broadcast field is also historically established. Once a dictator moves, he first commandeers the radio. (In this decade television would be equally important.) This is because broadcasting is the swiftest means of reaching the masses and of controlling them.

General Electric Co., which handles a great volume of sensitive Government contract work, a few weeks ago decided it would fire as bad security risks, employes who use the device of the Fifth Amendment. Previously Attorney General Brownell had ruled that recourse to the Fifth Amendment disqualified a Government employe from further service.

Based on what has happened elsewhere in this shrinking world, it's clear that radio and television cannot afford to harbor any one who is even suspect. It is as important as Government, because in an emergency broadcasting *is* the voice of Government.

A network microphone in the hands of a Communist at zero hour could be more potent than a thousand atomic bombs.

To hide behind the Fifth Amendment is a reflection upon station ownership. Therefore, as a necessary first step, any employe on a station or network payroll who cites the Fifth Amendment in refusing to testify, should be fired summarily.

Another Year; Another Congress

HAVING counted the achievements of another "miracle year" in the electronic arts and sciences, we now look wistfully toward the year ahead.

The beginning of the calendar year 1954 also marks the convening of the second session of the 83d Congress—a Congress that demonstrated it is wired for radio and tv sound and sight.

Every politician wants to be a tv expert. Last session a record number of measures was introduced. All still are pending, since Congress didn't adjourn; it merely recessed. There are a dozen bills of varying degrees of importance ready to be dropped into House and Senate hoppers this week.

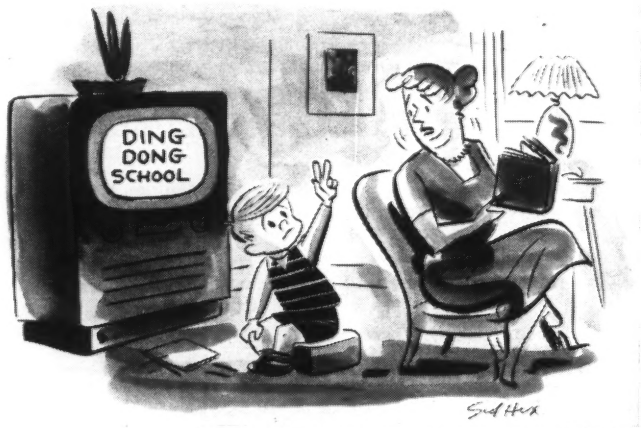
The FCC, as usual, will come in for a good share of Congressional attention. But unless the FCC is caught in partisan cross fire, it should enjoy an unusually good year on Capitol Hill.

The FCC wound up 1953 with its "must slate" virtually clear. It has handled its most vexatious problem—the tv allocations log-jam—to the point where only adversary hearings are left. That was the real pressure point at the last session. Legislators on both sides hammered away at the FCC for new tv stations in their constituencies.

The skill with which Chairman Rosel H. Hyde has directed the FCC's activities in coping with the tv problem certainly should win the approbation of both Senate and House committees dealing with communications. And it appears the FCC has spent less money for this purpose than even Congress had anticipated—a unique departure in government.

The drum-beaters in Congress for approval of compatible color have been assuaged too. The FCC took its good time in handing down its color decision, determining as it did that it wasn't writing a *per curium* opinion pronouncing approval, but a *magna carta* that must stand the test of time. We doubt whether there will be any valid criticism.

There are imponderables too, because no one can devine what a Senator or a Congressman may contrive to do in so active and volatile a field as broadcasting. The redoubtable Sen. Joe McCarthy uncorked one at the last Congress to make mandatory the recording and filming of everything that is broadcast (and which would bankrupt most smaller operations). There's the Hinshaw Bill on making subscription-tv a common carrier.



Drawn for BROADCASTING • TELECASTING by Sid Hix

This year of 1954 is a political year. The lads on the opposite sides of the aisles will be banging away for strategic advantage. Radio and television are the most effective campaigning media. They should avoid getting caught in the middle and possibly stabbed by their own kilocycles.

Recovering Their Fumble

FOR THE first time in the past three years there appears to be a chance that the National Collegiate Athletic Assn.'s incredible stranglehold on college football telecasts will be relaxed.

Unless they unexpectedly back down from a policy they adopted a month ago, the Big Ten members will stage a revolt at this week's meeting of the NCAA convention of coaches and athletic directors in Cincinnati. What the Big Ten wants is regional control over football television. Among conference members none can present a more formidable bloc than the Big Ten.

The essence of a statement adopted by the Big Ten, or the Western Conference as it is more formally known, at an early December meeting was that the NCAA's plan of a game a week did not provide the public with "a satisfactory representation" of football. Surely that is understating the case.

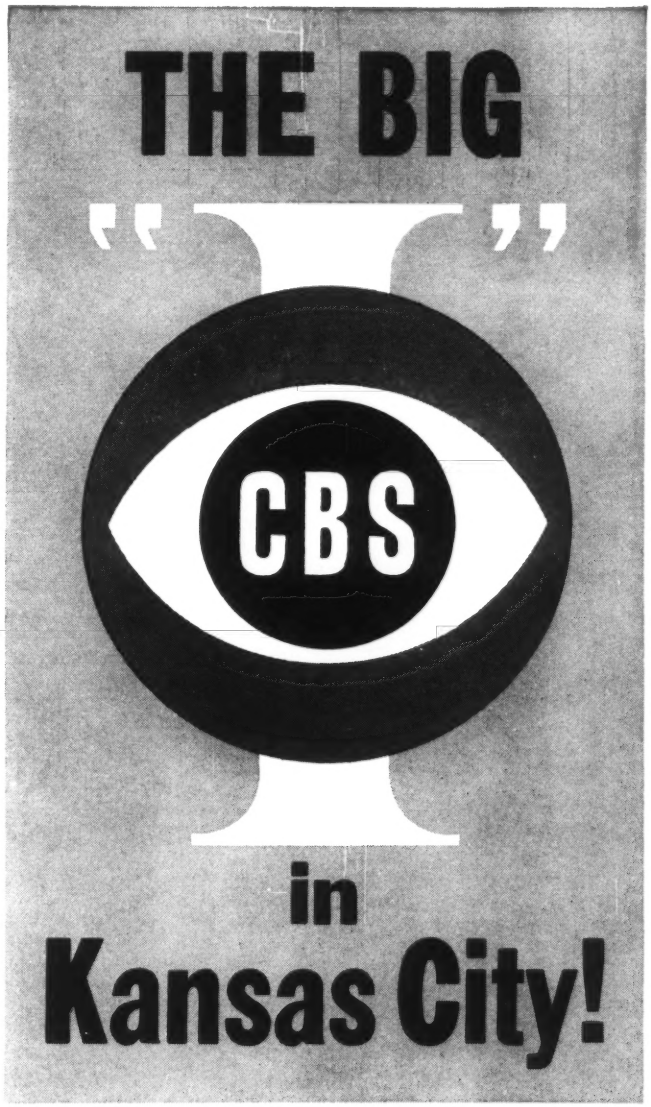
Midwest viewers can hardly be expected to be satisfied when on a given Saturday any number of Midwest games are being played and an Ivy League game is the sole television attraction. Nor can Easterners be pleased when television brings them only a contest in Oklahoma on a day that several important other games are being played close to home.

The Big Ten was quite right in saying that the NCAA's disregard of public interest could lead to the "entire collapse" of the NCAA monopoly. Unfortunately the Big Ten's suggested cure of regional control, though obviously an improvement over the centralized monopoly now existing, is not drastic enough.

It is time that football games were opened to competitive bidding on an individual basis and schools allowed to set their own policies. Only in the course of unrestricted freedom of choice by individual members can the NCAA pretend to be serving public interest.

That, however, is not likely to come about immediately. The substitution of regional for single-handed, national control would at least be a step toward the ideal realization.

It must cheer telecasters to know that for once they will have official representation at the NCAA conference this week. Though we do not profess to know what Harold E. Fellows, NARTB president, will say in his talk to the athletic directors, we are sure he will make a good case for less restriction. He and George J. (Coach) Higgins (KMBC-AM-TV Kansas City), chairman of the NARTB Sports Committee, can be counted on to enlighten the meeting and infuse some reason in what in the past have been largely emotional affairs.



For Years, The KMBC-KFRM Team has been the undisputed leader among the radio stations in the great Kansas City primary trade area. As the sixth oldest CBS radio affiliate, KMBC has enjoyed the audience that goes with the nation's number one radio network. Arthur B. Church's 32 years of radio know-how are the key to the Team's leadership in local programming and the finest of facilities.

In television, KMBC-TV is the "Big I" in Kansas City—both literally and figuratively. With the CBS Television Network (KMBC-TV shares time with WHB-TV on Channel 9), KMBC-TV immediately took the spotlight and its fair share of audience. (A special promotion tie-in with TV Preview Magazine conducted before Channel 9 had been on the air a month resulted in nearly **12,000 pieces of mail**). KMBC-TV originates eight live TV programs daily to add to the station's popularity. More are to be added in the near future.

KMBC-TV, the big "I" of television in Kansas City, and The KMBC-KFRM Team, undisputed radio leader in the Heart of America, belong on your sales force. See your nearest Free & Peters colonel now

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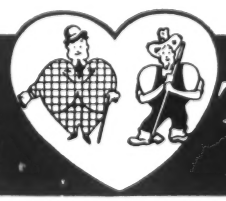

The **KMBC-KFRM** *Team*

CBS RADIO FOR THE HEART OF AMERICA